



West Midlands Spatial Development Strategy – Community Research

January – March 2026

Background

The Spatial Development Strategy will be a tool for making the West Midlands the best place to live, work and visit. It will be shaped by engagement with residents, businesses, organisations, and partners, alongside evidence and data from a range of sources. The plan will take approximately two years to develop and 20 years to implement.

The West Midlands Combined Authority (WMCA) have designed a programme of community engagement, to ensure they understand the challenges facing communities and priorities for the future. In addition to the community engagement survey that took place at the end of 2025, a survey was conducted by community researchers to help the WMCA better understand what matters most to local people and their priorities. Interviews by community researchers took place from January – March 2026.

This report summarises 275 responses.

Where relevant data is reported by district, Open ended responses have been categorised into key themes, the main responses to each open-ended question is included in the report while a full list of all themes is included in the Appendices. Not all respondents answered all questions so bases will vary, valid bases to each question are reported on each slide.

Key findings

Your local area:

- A sense of community and belonging, housing, the environment/nature and accessibility were considered the most important features to create the type of place people wanted to live.
- 64% felt their community had/somewhat had everything they needed. However, around 3 in 10 felt their community did not have everything they needed (29%).
- The main things missing from a respondent's community were feeling safe and having a clean/litter free environment. A lack of a sense of community and community spaces as well as a lack of green spaces was also noted.
- 53% felt that the buildings, streets and public spaces made them feel proud/somewhat proud/valued. However, just over two fifths felt the buildings and spaces did not make them feel this way (42%).
- The main reasons for an area not making people feel proud and valued was the amount of rubbish/litter/fly tipping. Other issues were areas feeling run down and neglected, anti-social behaviour and buildings not being looked after.
- The top reasons for feeling proud and valued about an area lived in were good community spirit, the area being well maintained and people who liked where they live.

Environment:

- The most important priorities for green belt planning were to provide land for walking and hiking (49%), protect natural habitats (40%), and to have access to recreational land (39%).
- The main aspects of the local environment that improved health and wellbeing were safe streets and public areas (70%) and access to parks and green spaces (67%) .
- Over half considered clean air/low pollution and quiet, peaceful surroundings to be important.

Infrastructure:

- The most important types of infrastructure to make the West Midlands a great place to live, work and visit were affordable/high-quality housing (67%) and green spaces, parks and nature corridors (62%), Over half considered health and social care facilities and reliable public transport (56% equally) to be important.
- Over a third of respondents felt that there were services missing or hard to access in their community (35%).
- The main services missing or hard to access were felt to be access to healthcare and activities for young people. Others felt their area lacked community facilities such as community centres and libraries, or efficient public transport.

Key findings

Healthier, safer & more resilient communities:

- The main challenge to planning and creating healthier, safer and more resilient communities was poor quality/unaffordable housing (67%) followed by limited access to health services (64%). Over half thought the main challenges were lack of safe public spaces (57%) or lack of community connection (52%).
- The main suggestions to tackle these challenges were the need for more investment from government, more affordable/quality housing and more investment in community spaces.
- There were also suggestions for better access/funding for health services and engaging more with residents.

Economy and employment:

- The main challenges to inclusive growth were seen as being limited job opportunities (68%), low wages or insecure employment (62%) and unequal access to education/training (50%).
- The main suggestions to tackle challenges are better/cheaper public transport and more training/apprenticeships, followed by the need to create more jobs/high-quality jobs.
- Other suggestions included more investment from the government and better access to education.

Housing needs:

- The main thing to consider when planning homes was affordability for local people (73%).
- Around half (48%, equally) thought proximity to public transport and energy efficiency and sustainability should also be considered. 47% felt a mix of housing types should be a consideration.

Design and place-making:

- The biggest challenges to designing and shaping places across the region were ensuring infrastructure supports new development (61%) and making places inclusive/accessible for everyone (56%).
- When it came to suggestions for other places we can learn from, it is interesting to note that respondents were most likely to mention areas in England outside the conurbation (67%) such as London, Manchester and Oxford.
- An additional 24% mentioned areas in Birmingham.
- The main things to learn from these areas were more green spaces, blend of old and new buildings, cleanliness and a sense of community.
- The main suggestion for tackling design and place challenges was the need for more consultation/engagement with members of the public.

Key findings

Town Centres and High Streets:

- The biggest challenges in helping town centres/high streets to thrive was seen as empty shops and declining footfall (59%) and the safety and cleanliness of public spaces (55%). Just over half of respondents mentioned competition from online shopping, while 45% said high business rates and rents.
- The main suggestion to tackle the challenges facing high streets was more support for business e.g. reduced rates/rents/loans
- Other suggestions included more investment/funding, less litter and making high streets more attractive e.g. seating/green spaces/events/arts.

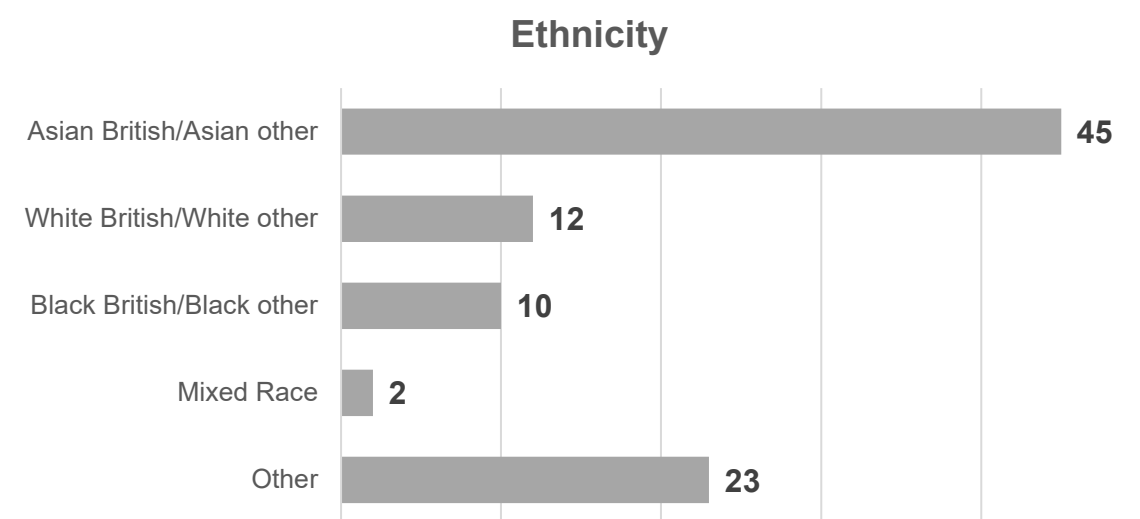
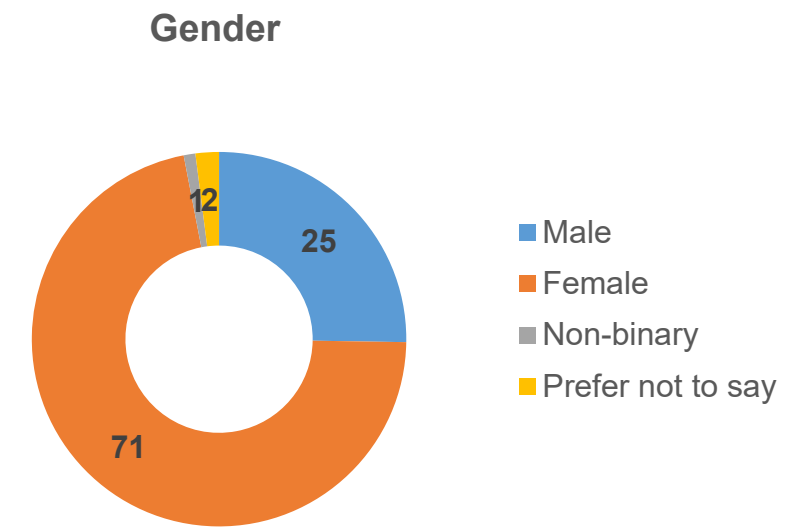
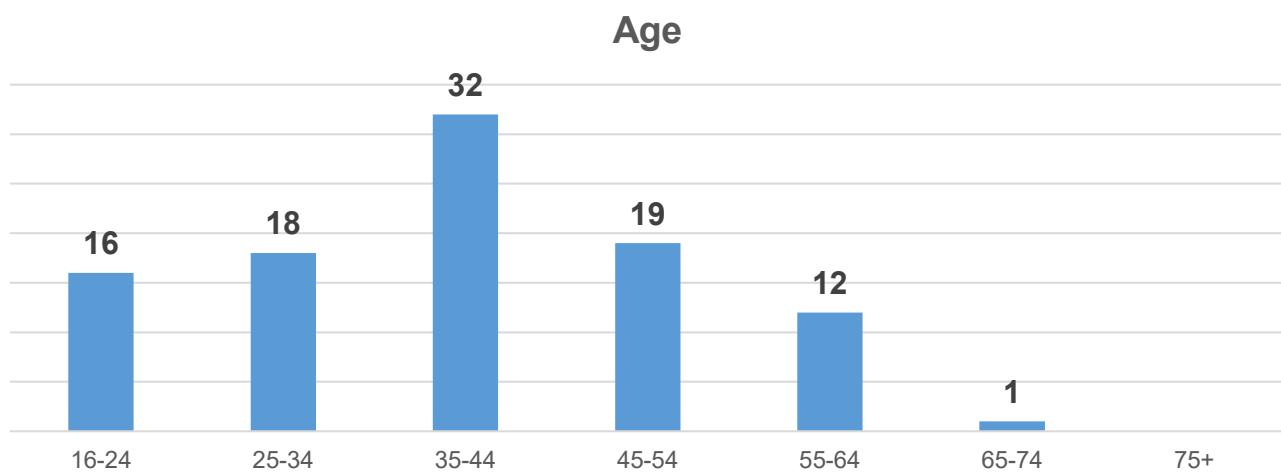
West Midlands future:

- In the next 20 years people would like the West Midlands to be safer (45%), cleaner (26%), with a growing economy (20%) and greener (14%).
- The West Midlands can become the best by improvements in safety/less crime (16%), more investment/improvements to public transport and more community engagement (14%, equally).

Who we spoke to

Demographic profile of respondents

Respondent profile

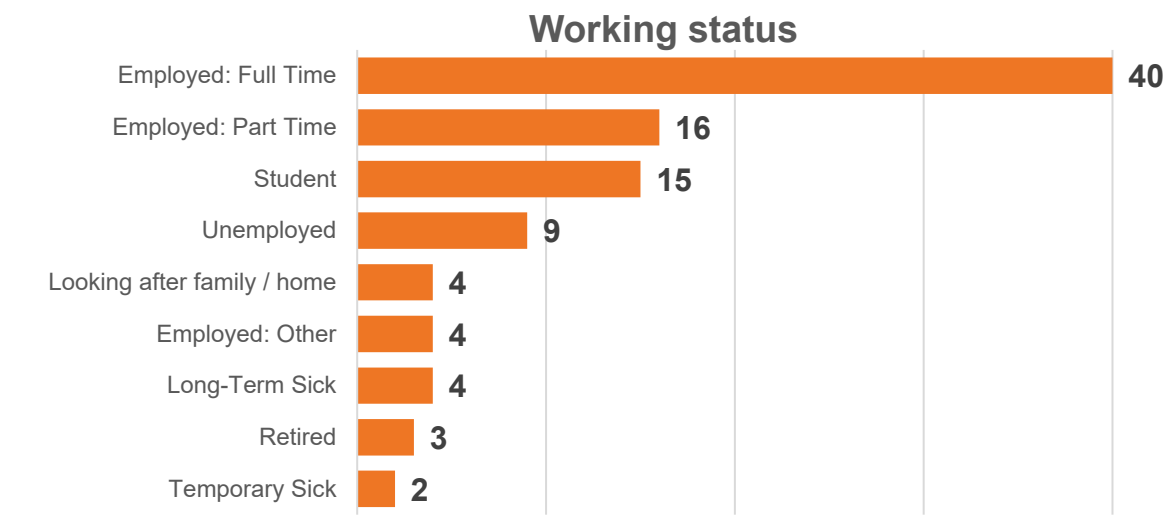
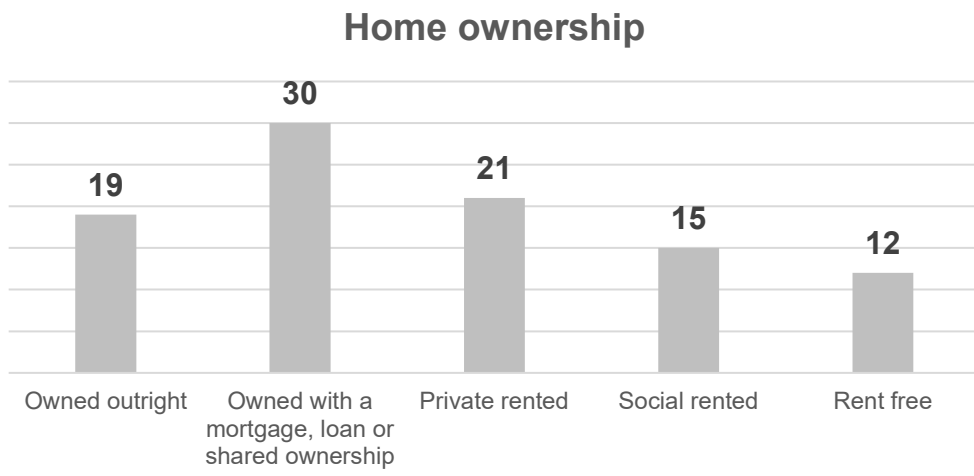
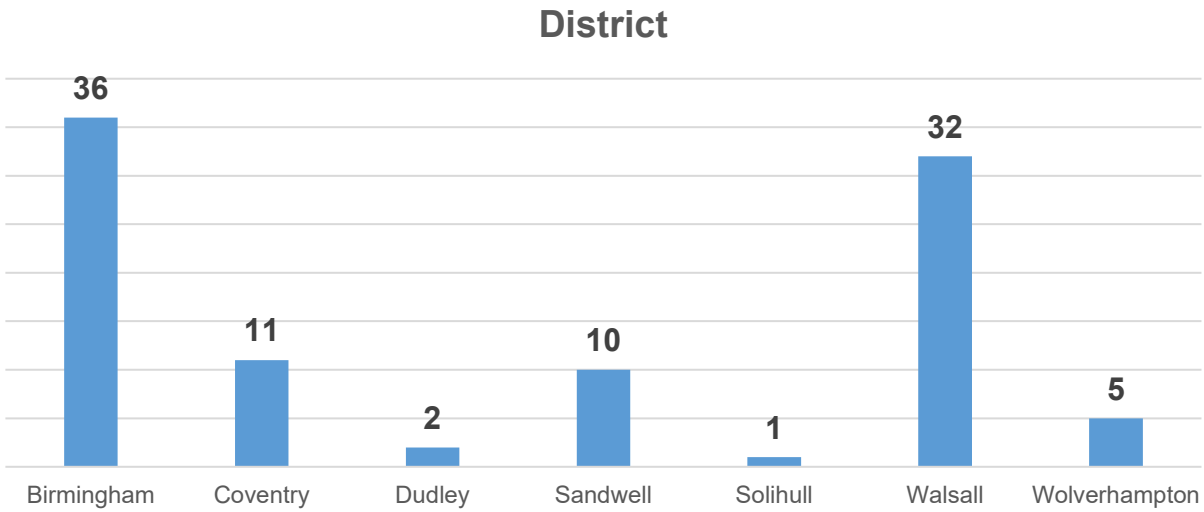


Respondents tended to be aged 35-44 (32%) and from an Asian background (45%) which differed from the public engagement report that took place at the end of last year where respondents were mainly 45 and over (72%) and from white ethnic background (85%).

The majority of respondents were female (71%) which once again differed from last year's engagement, where sample was slightly biased towards men at 52%.

Valid bases only, prefer not to say and no replies excluded

Respondent profile



Most responses came from respondents living in Birmingham (36%), followed by Walsall (32%). The fewest came from respondents living in Solihull and Dudley.

40% of respondents were in full time work with a further 16% working part time and 15% students. The sample differed from last year's engagement where a third of respondents were retired.

3 in 10 were homeowners with a mortgage with a further 19% owning outright. 36% were renting either privately or socially.

Valid bases only, prefer not to say and no replies excluded

Your Local Area

Features which are important to have in your local area,
services which are currently lacking and feelings of pride and
value towards your local area

Type of area you want to live in

A sense of community and belonging, housing, the environment/nature and accessibility were considered the most important features to create the type of place people wanted to live. Design and placemaking and Town centres were considered least important.

Ranking : What is needed to create type of place you want to live



Question: What do you think is needed to create the type of place you want to live in? please rank in order of preference. Base 248 valid respondents (Ranked score out of 10)

What is needed by area

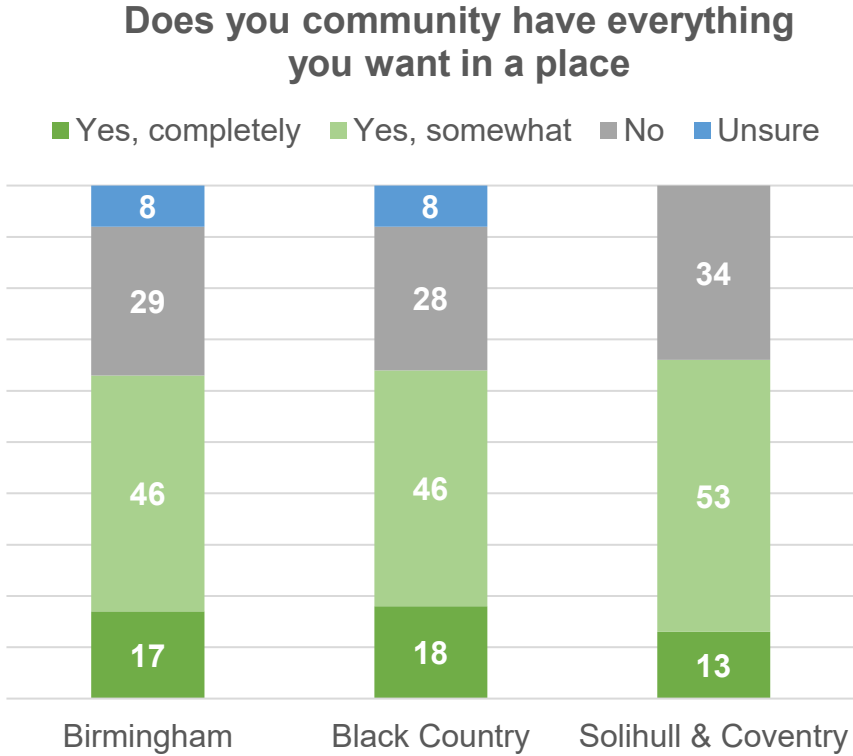
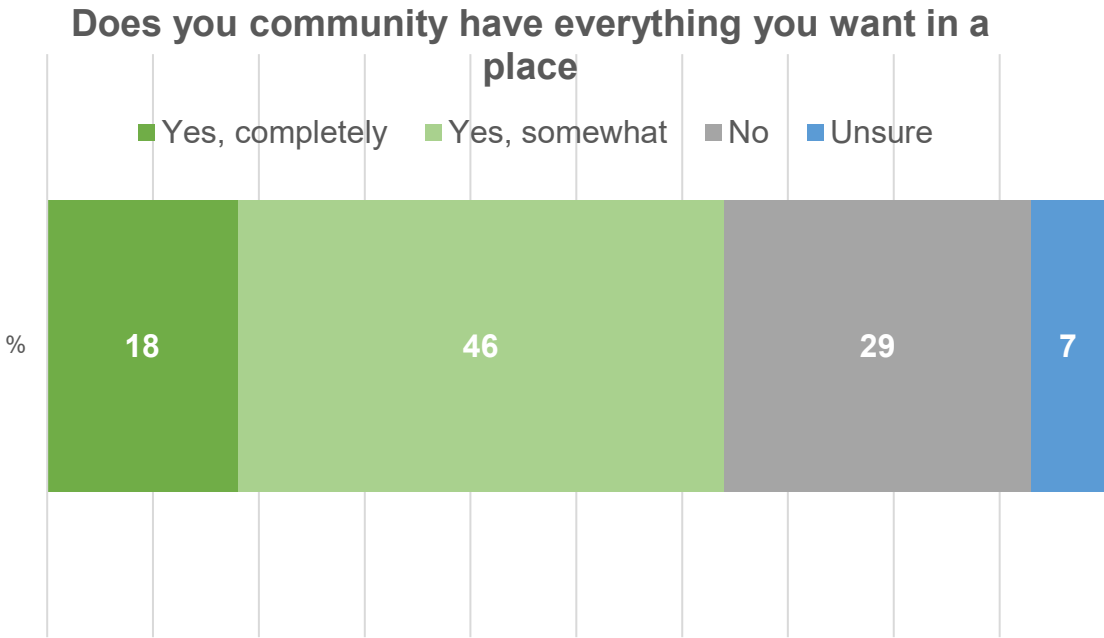
Community and belonging and housing were ranked in the top 3 needs in all area. Respondents in the Black Country rated health and wellbeing more highly than other districts.

Rank	Birmingham	Black Country	Solihull & Coventry
1	Community and Belonging	Community and Belonging	Housing
2	Housing	Health and Wellbeing	Community and Belonging
3	Accessibility	Housing	Environment and Nature
4	Environment and Nature	Environment and Nature	Accessibility
5	Facilities	Accessibility	Culture
6	Health and Wellbeing	Economy	Facilities
7	Culture	Facilities	Town Centres and High Streets
8	Economy	Culture	Health and Wellbeing
9	Town Centres and High Streets	Town Centres and High Streets	Economy
10	Design and Placemaking	Design and Placemaking	Design and Placemaking

Question: What do you think is needed to create the type of place you want to live in?

Does your community have what is needed

64% felt their community had/somewhat had everything they needed. However, around 3 in 10 felt their community did not have everything they needed (29%).



Question: Does your community / place have everything you want in a place to live? Base 266 respondents

Missing from community

Main things missing from community	%
Health & Wellbeing: Feel unsafe/too much crime/antisocial behaviour	23
Environment & nature: Cleaner/less litter/fly tipping/rubbish	17
Community: No sense of community/belonging/spirit	13
Facilities: Lack of community spaces/Community centres/libraries	12
Environment & nature: More green spaces needed/well maintained green spaces/accessible green spaces	8
Economy: lack of jobs/job opportunities	8
Economy: Affordable housing	8
Facilities: More health care facilities/doctors/dentists	5
Health & Wellbeing: Youth centres/More for kids to do/keep kids away from crime	5
Accessibility: Better maintained roads	5

The main things missing from a respondent's community were feeling safe and having a clean/litter free environment.

A lack of a sense of community and community spaces as well as a lack of green spaces was also noted.

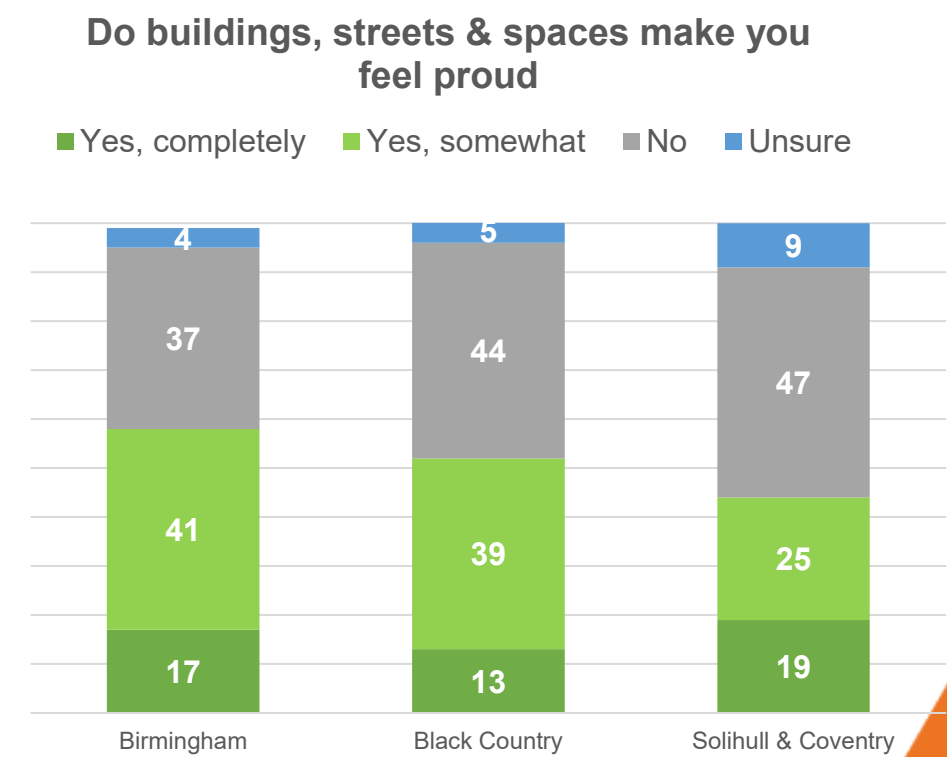
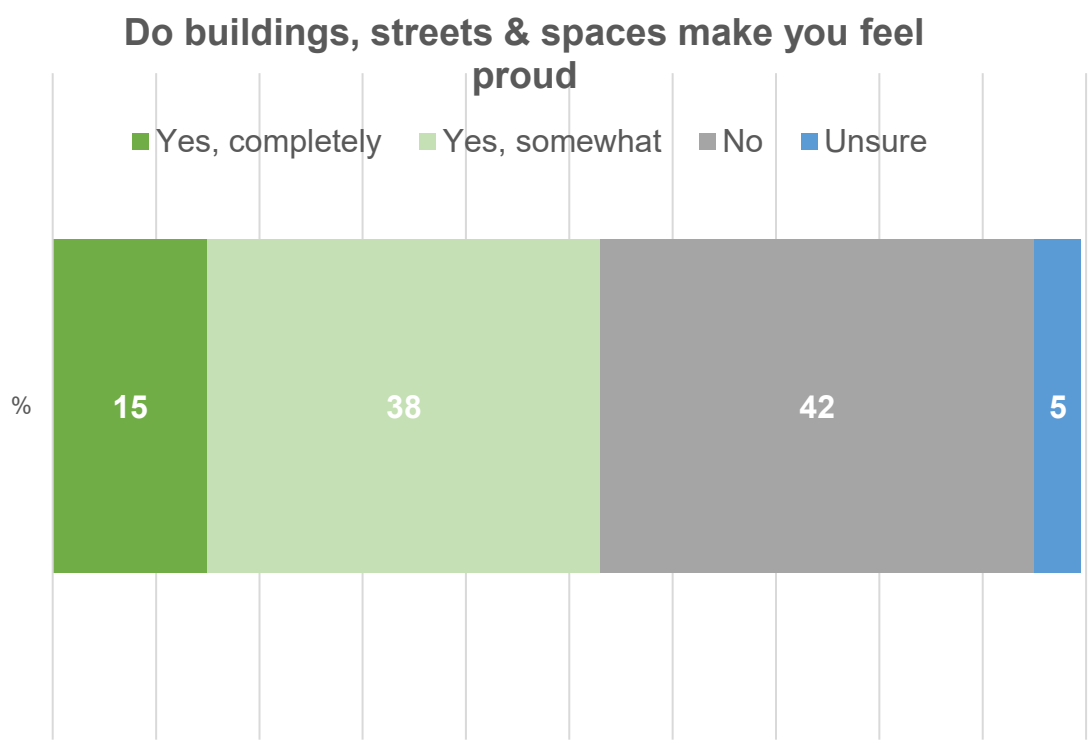
Parks for children, places to spend quality time with your child, venues that support making friends, cleanliness, and safety.

Basic needs are met, but there is a lack of available housing, stable jobs, and stronger social integration

Question: What's missing in your place / community? Base 111 valid responses. For full list see Appendices

Buildings, Streets & Public Spaces

53% felt that the buildings, streets and public spaces made them feel proud/somewhat proud/valued. However, just over two fifths felt the buildings and spaces did not make them feel this way (42%). Respondents in Birmingham were most likely to feel positively, those in Solihull & Coventry were least likely to feel positively



Question: Do the buildings, streets, and public space in your area make you feel proud and valued? Base 266 respondents

Why areas make people feel this way

Main Comment	%
Negative: Too much rubbish/litter/fly tipping	38
Negative: Area is run down/unloved/uncared for/neglected	15
Negative: Unsafe/too much crime/antisocial behaviour	12
Negative: Too many buildings not looked after/left to ruin	9
Positive: Good community/community spirit	7
Positive: Area is well maintained/clean and tidy	6
Positive: good area/nice area/like where I live	6
Negative: lack of community spirit/pride/engagement	5
Positive: Good parks/green spaces	5
Negative: Too many potholes	4
Negative: Lack of investment in some areas/some place not as well looked after by council	4
Negative: Not enough green spaces/loss of green spaces	4
Positive: feels safe/good safety measures	3
Negative: Empty shops/poor quality shops/run down shops	2
Positive: Old/Character/historic buildings in area	2

The main reasons for an area not making people feel proud and valued was the amount of rubbish/litter/fly tipping. Other issues were areas feeling run down and neglected, anti-social behaviour and buildings not being looked after.

Too much rubbish on the floor.
Cluttered streets. Bad parking.
Ugly buildings.

We have a community centre that helps the community, a garden group which is good for learning about healthy eating, fresh produce. I meet new people, so it is good for my overall Health & wellbeing.

The top reasons for feeling proud and valued about an area were good community spirit, the area being well maintained and people who liked where they live.

Question: Can you please explain your answer? Base 167 valid responses: for full list of responses see Appendices



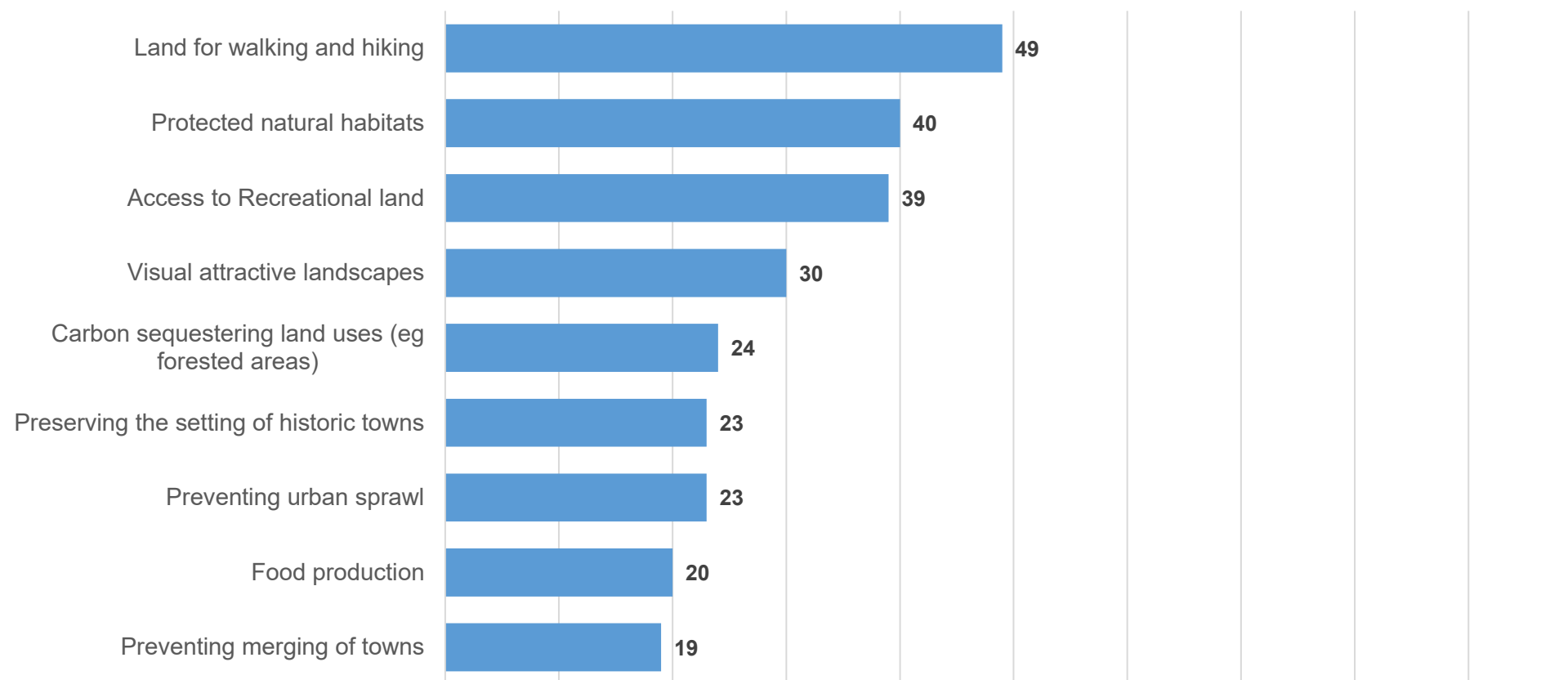
The Environment

Priorities for greenbelt planning and aspects of local environment important to health and wellbeing

Greenbelt Planning

The most important priorities for green belt planning were to provide land for walking and hiking (49%), protect natural habitats (40%), and to have access to recreational land (39%).

Priorities for Green Belt Planning (top 5 selected)



Question: In your opinion, what should be the most important priorities of the Green Belt planning policy? (Respondents allowed to pick top 5, % exceed 100 due to multiple responses) Base 262 respondents

Greenbelt Planning

When looking at results by district it can be seen that protected natural habitats and land for walking and hiking were in the top 3 for all area. Access to recreational land was a top 3 priority for Birmingham and the Black Country while preserving the setting of historic towns was a higher priority for those in Solihull & Coventry.

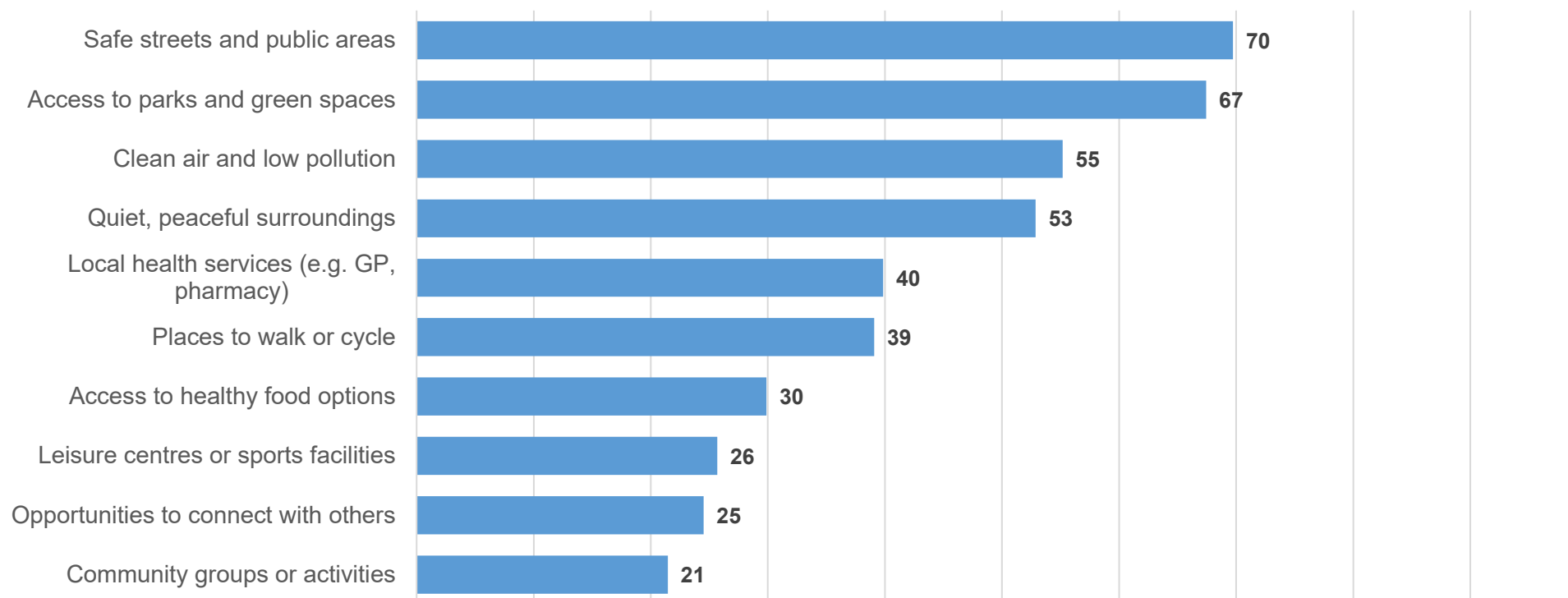
Birmingham	Black Country	Solihull & Coventry
Protected natural habitats	Land for walking and hiking	Protected natural habitats
Access to Recreational land	Access to Recreational land	Land for walking and hiking
Land for walking and hiking	Protected natural habitats	Preserving the setting of historic towns
Visual attractive landscapes	Visual attractive landscapes	Visual attractive landscapes
Preventing urban sprawl	Carbon sequestering land uses	Preventing urban sprawl
Preserving the setting of historic towns	Preserving the setting of historic towns	Carbon sequestering land uses
Carbon sequestering land uses	Preventing urban sprawl	Food production
Food production	Food production	Access to Recreational land
Preventing merging of towns	Preventing merging of towns	Preventing merging of towns

Question: In your opinion, what should be the most important priorities of the Green Belt planning policy? (allowed to pick top 5, %

Environment, Health & Wellbeing

The main aspects of the local environment that improved health and wellbeing were safe streets and public areas (70%) and access to parks and green spaces (67%). Over half considered clean air/low pollution and quiet, peaceful surroundings to be important.

Most important to improve health and wellbeing (top 5 selected)



Question: What aspects of your local environment do you feel improve your health and wellbeing the most? (allowed to pick top 5, % exceed 100 due to multiple responses) Base 261 respondents

Environment, Health & Wellbeing

Across all areas the main feature of the local environment to improve health and wellbeing were safe streets and public areas and access to parks and green spaces. Respondents in Solihull & Coventry were more likely to want local health services, while clean air/low pollution was more of a need in Birmingham. Places to walk or cycle were higher priorities in Birmingham and the Black Country while Solihull & Coventry felt community groups/activities were more important.

Birmingham	Black Country	Solihull & Coventry
Safe streets and public areas	Safe streets and public areas	Safe streets and public areas
Access to parks and green spaces	Access to parks and green spaces	Access to parks and green spaces
Clean air and low pollution	Quiet, peaceful surroundings	Local health services
Quiet, peaceful surroundings	Clean air and low pollution	Clean air and low pollution
Local health services	Places to walk or cycle	Quiet, peaceful surroundings
Places to walk or cycle	Local health services	Community groups or activities
Opportunities to connect with others	Leisure centres or sports facilities	Access to healthy food options
Access to healthy food options	Access to healthy food options	Places to walk or cycle
Leisure centres or sports facilities	Opportunities to connect with others	Opportunities to connect with others
Community groups or activities	Community groups or activities	Leisure centres or sports facilities

Question: What aspects of your local environment do you feel improve your health and wellbeing the most? (allowed to pick top 5, % exceed 100 due to multiple responses) Base 261 respondents

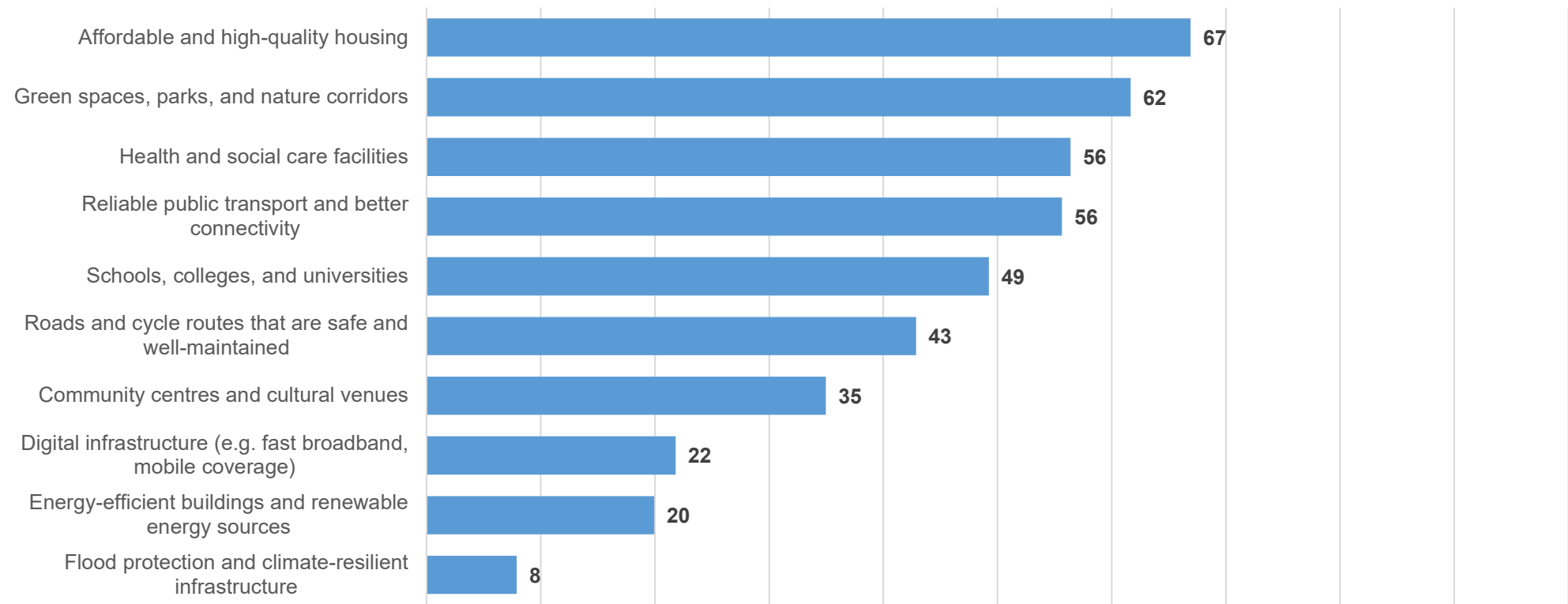
Infrastructure

Type of infrastructure the West Midlands needs and what services are currently missing

Important infrastructure

The most important types of infrastructure to make the West Midlands a great place to live, work and visit were affordable/high-quality housing (67%) and green spaces, parks and nature corridors (62%). Over half considered health and social care facilities and reliable public transport (56% equally) to be important.

Most important types of infrastructure (top 5 selected)



Question: Which type of infrastructure do you think are most important to make the West Midlands a great place to live, work and visit? (allowed to pick top 5, % exceed 100 due to multiple responses) Base 266 respondents

Important infrastructure

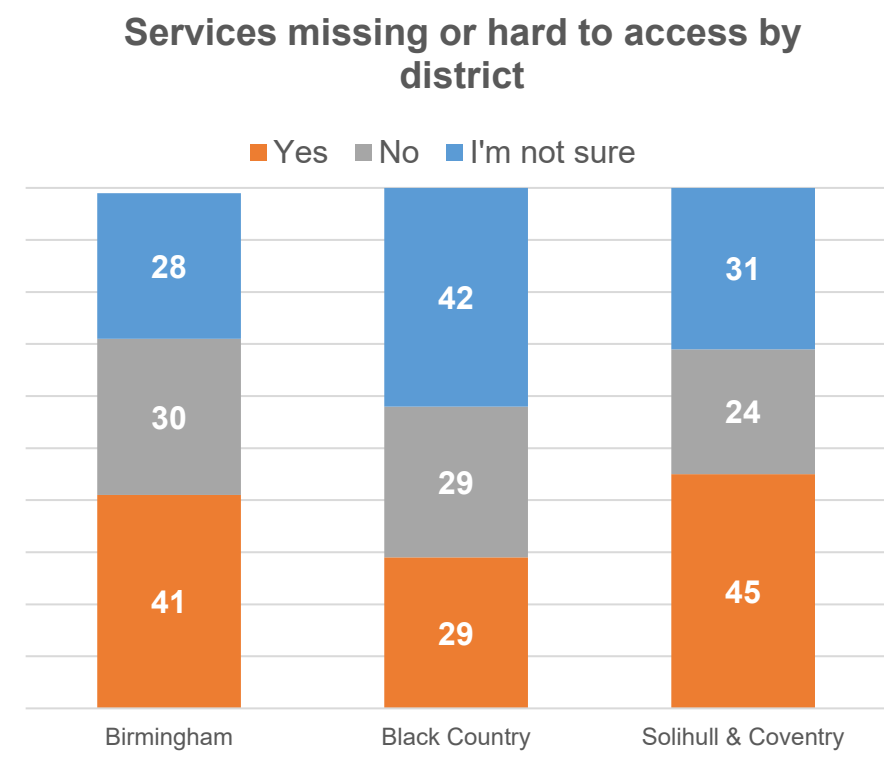
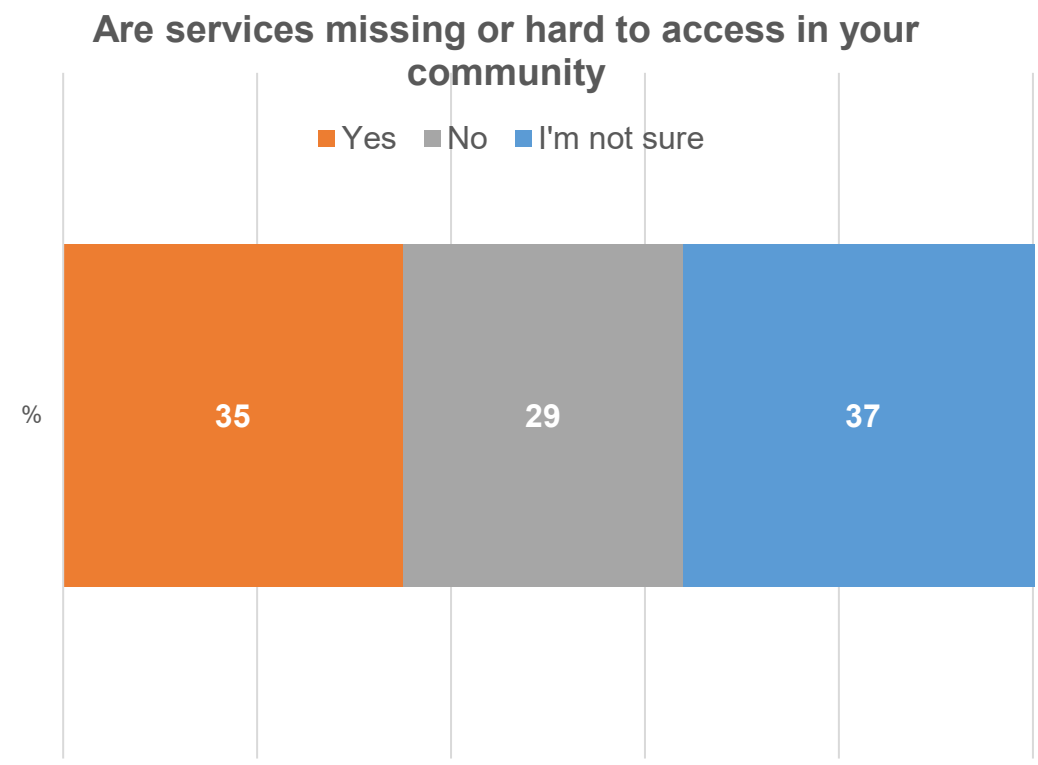
Affordable quality housing and green spaces were ranked in the top 3 types of infrastructure needed across all areas. Health and social care was ranked more highly in Solihull & Coventry, while reliable public transport was ranked more highly in Birmingham. Community centres/cultural venues were ranked higher in Solihull & Coventry compared to other districts.

Birmingham	Black Country	Solihull & Coventry
Affordable and high-quality housing	Affordable and high-quality housing	Health and social care facilities
Reliable public transport and better connectivity	Green spaces, parks, and nature corridors	Affordable and high-quality housing
Green spaces, parks, and nature corridors	Health and social care facilities	Green spaces, parks, and nature corridors
Health and social care facilities	Reliable public transport and better connectivity	Community centres and cultural venues
Schools, colleges, and universities	Schools, colleges, and universities	Reliable public transport and better connectivity
Roads and cycle routes that are safe and well-maintained	Roads and cycle routes that are safe and well-maintained	Schools, colleges, and universities
Community centres and cultural venues	Community centres and cultural venues	Roads and cycle routes that are safe and well-maintained
Digital infrastructure (e.g. fast broadband, mobile coverage)	Digital infrastructure (e.g. fast broadband, mobile coverage)	Energy-efficient buildings and renewable energy sources
Energy-efficient buildings and renewable energy sources	Energy-efficient buildings and renewable energy sources	Digital infrastructure (e.g. fast broadband, mobile coverage)
Flood protection and climate-resilient infrastructure	Flood protection and climate-resilient infrastructure	Flood protection and climate-resilient infrastructure

Question: Which type of infrastructure do you think are most important to make the West Midlands a great place to live, work and visit? (allowed to pick top 5, % exceed 100 due to multiple responses) Base 266 respondents

Provision of Services

Over a third of respondents felt that there were services missing or hard to access in their community (35%). This rose to 45% in Solihull & Coventry and to 41% in Birmingham. It should be noted that a significant proportion of respondents (37%) were not sure about access to services in their local area.



Question: Are there any services you feel are missing or hard to access in your community? Base 262 respondents

What Services are lacking

Missing services	%
Healthcare/doctors/dentist	17
Activities for young people eg Youth clubs etc	15
Community facilities eg library/community centre/foodbanks	14
Efficient/connected/affordable public transport	11
Leisure centre /sports facilities	4
Affordable /quality housing	4
Culture/cultural activities eg theatre/galleries	4
Safety measures eg police/lighting/CCTV	4
Voluntary groups/community groups	4
Childcare/facilities for under 5's	3
Litter collection	3

The main services missing or hard to access were felt to be healthcare and activities for young people.

Others felt their area lacked community facilities such as community centres and libraries, or efficient public transport.

Access to GP appointments is difficult and often involves long waiting times or phone queues. There also aren't many services or activities specifically aimed at older people, such as social groups, advice centres, or wellbeing programmes. Public transport in the evenings can also be limited, which makes it harder to get to appointments or community events.

More safe places for families with children, more attractions for young people, better access to culture and art, training, parks

Question: If yes, which service do you feel are missing or are hard to access? Base 95 valid responses. For full list of responses see Appendices

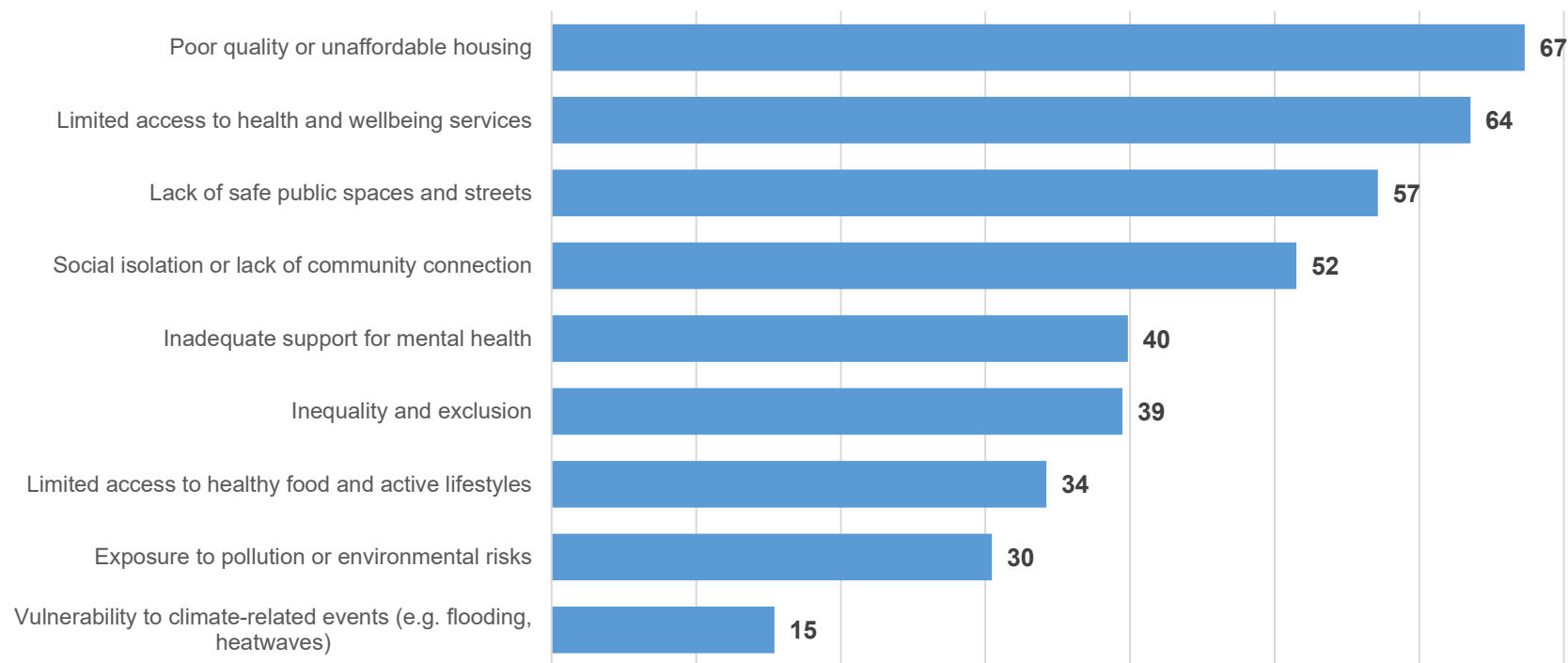
Healthier, safer & more resilient communities

Challenges in planning and creating healthier, safer and more resilient communities and suggestions to tackle these challenges

Challenges : healthier, safer & more resilient communities

The main challenge to planning and creating healthier, safer and more resilient communities was poor quality/unaffordable housing (67%) followed by limited access to health services (64%). Over half thought the main challenges were lack of safe public spaces (57%) or lack of community connection (52%).

Challenges : healthier, safer & more resilient communities (top 5 selected)



Question: What do you think are the biggest challenges in planning and creating healthier, safer and more resilient communities? (allowed to pick top 5, % exceed 100 due to multiple responses) Base 266 respondents

Challenges : healthier, safer & more resilient communities



Poor-quality housing was the top challenge in all area. Limited access to health services and lack of safe public spaces were also in the top 3 while social isolation was a top challenge for Solihull and Coventry.

Birmingham	Black Country	Solihull & Coventry
Poor quality or unaffordable housing	Poor quality or unaffordable housing	Poor quality or unaffordable housing
Limited access to health and wellbeing services	Limited access to health and wellbeing services	Social isolation or lack of community connection
Lack of safe public spaces and streets	Lack of safe public spaces and streets	Lack of safe public spaces and streets
Social isolation or lack of community connection	Social isolation or lack of community connection	Limited access to health and wellbeing services
Inequality and exclusion	Inadequate support for mental health	Inadequate support for mental health
Inadequate support for mental health	Inequality and exclusion	Inequality and exclusion
Limited access to healthy food and active lifestyles	Limited access to healthy food and active lifestyles	Limited access to healthy food and active lifestyles
Exposure to pollution or environmental risks	Exposure to pollution or environmental risks	Exposure to pollution or environmental risks
Vulnerability to climate-related events (e.g. flooding, heatwaves)	Vulnerability to climate-related events (e.g. flooding, heatwaves)	Vulnerability to climate-related events (e.g. flooding, heatwaves)

Question: What do you think are the biggest challenges in planning and creating healthier, safer and more resilient communities? (allowed to pick top 5, % exceed 100 due to multiple responses) Base 266 respondents

Tackling Challenges : healthier, safer & more resilient communities

Top suggestions	%
More investment needed in local councils/Government funding/bigger budgets	16
More affordable/quality housing	13
Provide/invest in community spaces/events	11
Better access/funding for GPS/Health services	10
Engage with residents/community groups/give people a say	10
Less Crime/antisocial behaviour/more visible policing	8
Better access to mental health services	7
Promote healthy eating/lifestyles	7
More green spaces/maintain current green spaces	7
More inclusion/integration/connection	6
Funding/support for more community groups/charities	5
More youth facilities/more for young people	5
Accessible services/ensure all abilities can access services	4
More jobs/better quality jobs/well paid jobs	4
More accountability/more transparency	4
More investment needed in local councils/Government funding/bigger budgets	16

The main suggestions to tackle these challenges were the need for more investment from government, more affordable/quality housing and more investment in community spaces.

There were also suggestions for better access/funding for health services and engaging more with residents.

Council should be able to use the funding they are given to bettering the environments we live in. The local council allowing the community to provide input in decisions would open the door for us to improve what we want.

Designing neighbourhood with community cohesion in mind, by having squares, sitting areas, community spaces, cycle lanes, clean streets, more green spaces integrated within the city and affordable housing

Question: How do you think we should tackle these challenges? Base 136 respondents, for full list see Appendices



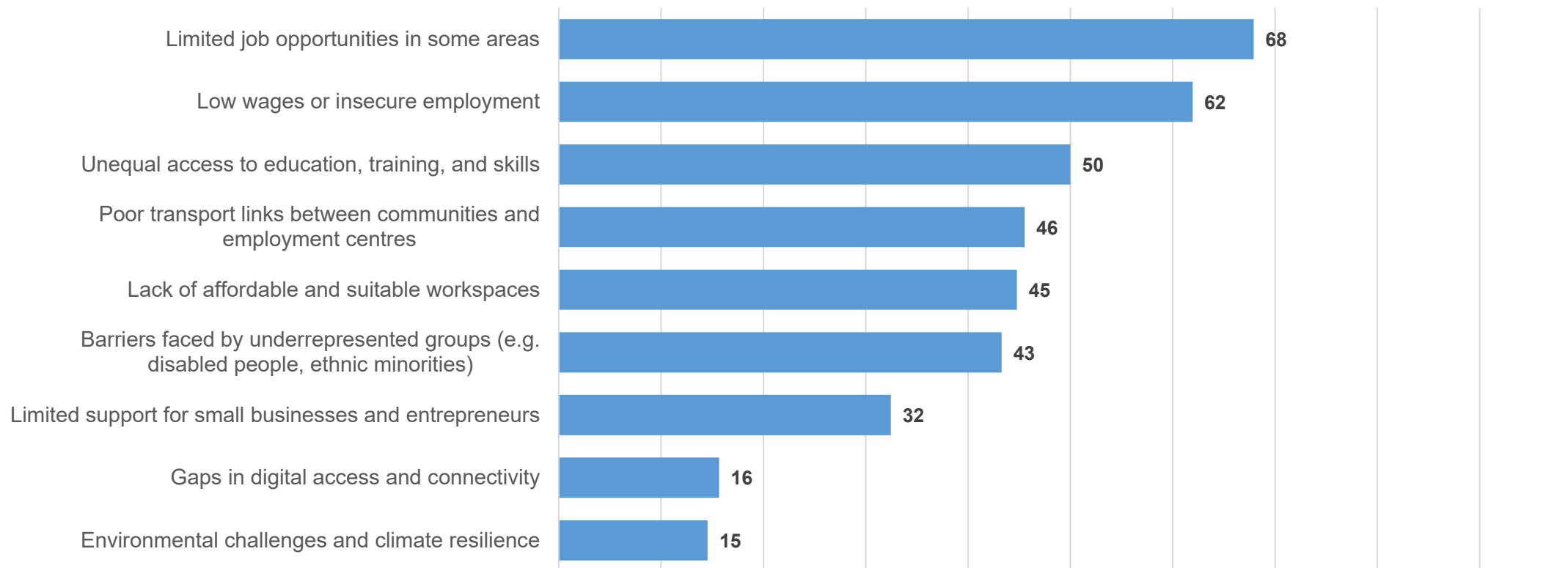
Economy and Employment

Challenges to delivering inclusive growth and suggestions to tackle these challenges

Challenges : Inclusive Growth

The main challenges to inclusive growth were seen as being limited job opportunities (68%), low wages or insecure employment (62%) and unequal access to education/training (50%). Other issues were poor transport links, lack of suitable workspaces and barriers faced by underrepresented groups.

Challenges : Inclusive Economic Growth (top 5 selected)



Question: What do you think are the main challenges to delivering inclusive economic growth in the West Midlands? Base 268 respondents

Challenges : Inclusive Growth

The top challenge across all area was limited job opportunities. Low wages/insecure employment was seen as a top challenge in Birmingham and Black Country while respondents in Solihull & Coventry felt barriers faces by underrepresented groups was a key challenge. Unequal access to education/training was a main challenge for Birmingham and Solihull & Coventry while Black Country had challenges with lack of affordable/suitable workspaces.

Birmingham	Black Country	Solihull & Coventry
Limited job opportunities in some areas	Limited job opportunities in some areas	Limited job opportunities in some areas
Low wages or insecure employment	Low wages or insecure employment	Barriers faced by underrepresented groups (e.g. disabled people, ethnic minorities)
Unequal access to education, training, and skills	Lack of affordable and suitable workspaces	Unequal access to education, training, and skills
Poor transport links between communities and employment centres	Unequal access to education, training, and skills	Low wages or insecure employment
Lack of affordable and suitable workspaces	Poor transport links between communities and employment centres	Poor transport links between communities and employment centres
Limited support for small businesses and entrepreneurs	Barriers faced by underrepresented groups (e.g. disabled people, ethnic minorities)	Lack of affordable and suitable workspaces
Barriers faced by underrepresented groups (e.g. disabled people, ethnic minorities)	Limited support for small businesses and entrepreneurs	Gaps in digital access and connectivity
Gaps in digital access and connectivity	Environmental challenges and climate resilience	Limited support for small businesses and entrepreneurs
Environmental challenges and climate resilience	Gaps in digital access and connectivity	Environmental challenges and climate resilience

Tackling Challenges : Inclusive Growth

Main suggestions	%
Better & cheaper transport links/so can access work	16
More training/apprenticeships/upskilling to meet needs	16
Create jobs/More high-quality jobs/well paid jobs	14
Investment/government investment needed in this area	10
Better /fairer access to education	9
Ensure minimum wage/living wage is paid by employers	8
Focus on getting young people into work/training	8
More to overcome barriers to work eg disabilities/cost	8
Government planning needed/government failing in this area	8
Engage better with employers and employees	6
Equality of provision/investment	6
More support for start ups/entrepreneurs/small businesses	6
Provide support and advise for people looking for jobs/to upskill	5
Attract/incentives for big businesses/organisations to area/learn from other areas	4

The main suggestions to tackle challenges to inclusive growth are better/cheaper public transport and more training/apprenticeships, followed by the need to create more jobs/high-quality jobs.

Other suggestions included more investment from the government and better access to education.

Probably need more outreach providers to come to communities and provide training and skills and also provide subsidised travel costs

Provide equal opp for access and training. Provide more job opportunities . Break down the barriers by talking to those groups that are underrepresented and by doing research . Ensure transport is provided and maps are given out of where they need to go and which transport to catch. Give training where digital skills are not adequate

Question: How do you think we should tackle these challenges? Base 128 respondents, for full list see Appendices

Housing needs and distribution

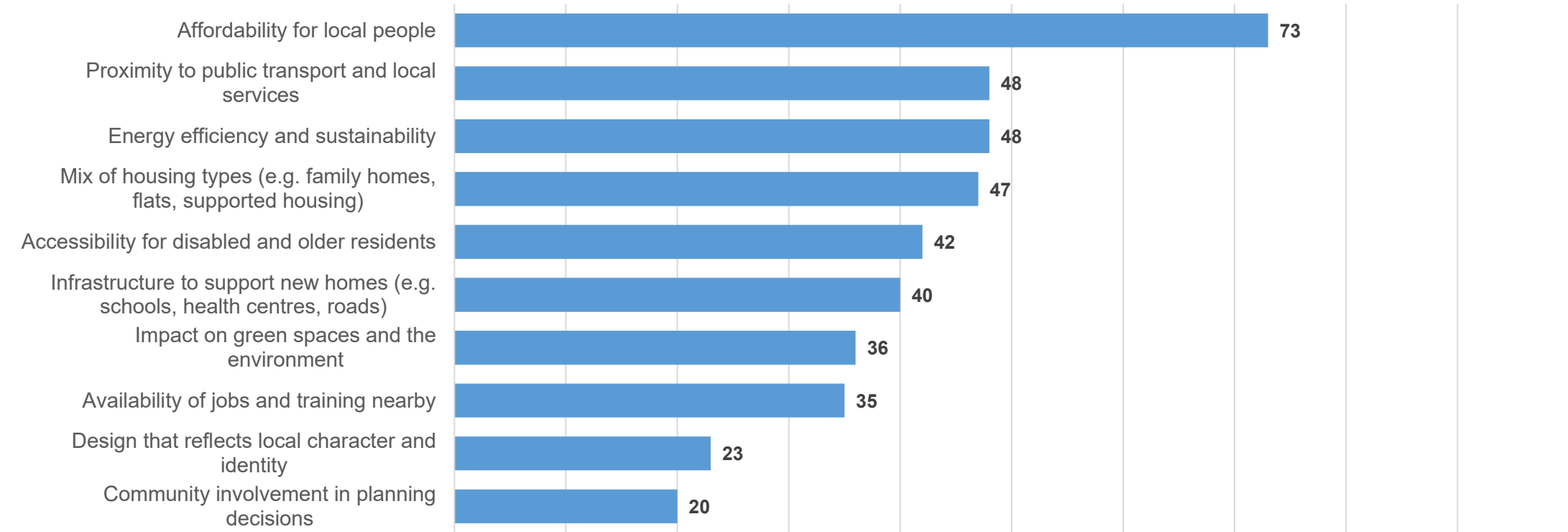
Things to consider when planning new homes

Housing needs & Distribution



The main thing to consider when planning homes was affordability for local people (73%). Around half (48%, equally) thought proximity to public transport and energy efficiency and sustainability should also be considered. 47% felt a mix of housing types should be a consideration.

Housing needs & distribution (top 5 selected)



Question: What would you want us to think about when planning what homes should be built and where? Base 267 respondents

Housing needs & Distribution

Affordability for local people and proximity to public transport and local services were the in the top 3 priorities in all areas. Energy efficiency and sustainability was also a top priority for Birmingham and Solihull & Coventry, while mix of housing types was a more important factor in the Black Country.

Birmingham	Black Country	Solihull & Coventry
Affordability for local people	Affordability for local people	Affordability for local people
Proximity to public transport and local services	Mix of housing types	Proximity to public transport and local services
Energy efficiency and sustainability	Proximity to public transport and local services	Energy efficiency and sustainability
Infrastructure to support new homes	Energy efficiency and sustainability	Mix of housing types
Mix of housing types	Accessibility for disabled and older residents	Accessibility for disabled and older residents
Accessibility for disabled and older residents	Impact on green spaces and the environment	Infrastructure to support new homes
Availability of jobs and training nearby	Infrastructure to support new homes	Community involvement in planning decisions
Impact on green spaces and the environment	Availability of jobs and training nearby	Impact on green spaces and the environment
Design that reflects local character and identity	Design that reflects local character and identity	Availability of jobs and training nearby
Community involvement in planning decisions	Community involvement in planning decisions	Design that reflects local character and identity

Question: What would you want us to think about when planning what homes should be built and where? Base 267 respondents



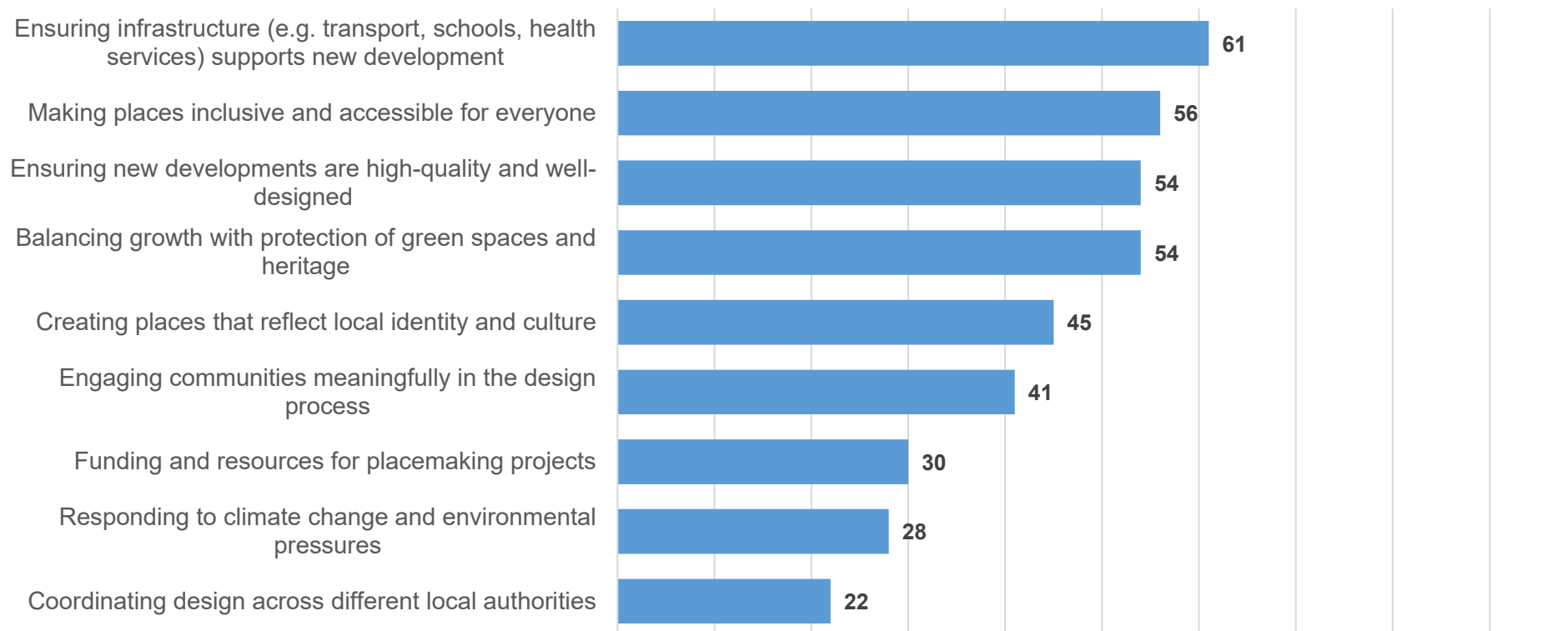
Design and placemaking

Challenges in designing and shaping places across the region,
suggestion to tackle these challenges and places we can learn
from

Challenges : Design & place-making

The biggest challenges to designing and shaping places across the region were ensuring infrastructure supports new development (61%) and making places inclusive/accessible for everyone (56%). Equal amounts of 54% of respondents mentioned ensuring new developments are high quality and well designed and balancing growth with protection of green spaces and heritage.

Design & place-making (top 5 selected)



Question: What do you think are the biggest challenges in designing and shaping places across the region? Base 267 respondents

Challenges : Design & place-making

Making places inclusive and accessible for everyone was in the top 3 challenges across all area. For Birmingham and the Black Country, ensuring infrastructure supports new development and ensuring new developments are high-quality were also in the top 3 challenges, while Solihull and Coventry mentioned balancing growth with the protection of green spaces and engaging communities in the design process.

Birmingham	Black Country	Solihull & Coventry
Ensuring infrastructure supports new development	Ensuring infrastructure supports new development	Making places inclusive and accessible for everyone
Making places inclusive and accessible for everyone	Making places inclusive and accessible for everyone	Balancing growth with protection of green spaces and heritage
Ensuring new developments are high-quality and well-designed	Ensuring new developments are high-quality and well-designed	Engaging communities meaningfully in the design process
Balancing growth with protection of green spaces and heritage	Balancing growth with protection of green spaces and heritage	Ensuring infrastructure supports new development
Creating places that reflect local identity and culture	Creating places that reflect local identity and culture	Ensuring new developments are high-quality and well-designed
Engaging communities meaningfully in the design process	Engaging communities meaningfully in the design process	Creating places that reflect local identity and culture
Funding and resources for placemaking projects	Funding and resources for placemaking projects	Responding to climate change and environmental pressures
Responding to climate change and environmental pressures	Responding to climate change and environmental pressures	Funding and resources for placemaking projects
Coordinating design across different local authorities	Coordinating design across different local authorities	Coordinating design across different local authorities

Question: What do you think are the biggest challenges in designing and shaping places across the region? Base 267 respondents

Areas we can learn from

When it came to suggestions for other places we can learn from, it is interesting to note that respondents were most likely to mention areas in England outside the conurbation (67%) such as London, Manchester and Oxford. An additional 24% mentioned areas in Birmingham. Outside the UK, the Netherlands and Denmark were key places to learn from. The main things to learn from these areas were more green spaces, blend of old and new buildings, cleanliness and a sense of community.

Main areas we can learn from	%
England - other areas	67
Birmingham -Bournville-Jewellery-Sutton Coldfield-Solihull	24
Netherlands - Amsterdam-Rotterdam-Utrecht	7
Denmark-Copenhagen	6
Spain – Barcelona-Pontevedra	3
USA - Florida	2
Wales	2

Main areas in England (outside conurbation)	%
London	13
Manchester	12
Oxford	6
Leamington	4
New towns Telford-MK	4
Stratford	3
Nottingham	3
Cannock	3
Stafford	3

What we can learn
Green spaces/trees/Green corridors
Blend of old and new/maintains historic identity
Cleanliness/litter free
Sense of community/community facilities
Attractive buildings/character/identity
Cycle/walking friendly/not dominated by car
Public transport/quality public transport
Accessible/easy to move around
Well planned/joined up approach/good leadership
People centred
Modern
Vibrancy/creativity
Shops/variety of shops/independents
Pedestrianised areas/traffic free areas
Safe

Question: When it comes to design and placemaking, what places (towns and cities) could we learn from and why? Base 119

Tackling Challenges: Design & place-making

Main suggestions: design and place	%
Consult with public/engage with communities/charities to create areas communities want	55
More coordinated planning process/joint up thinking	16
Ensure supporting infrastructure/ensure developments not isolated	12
Funding to tackle inequality of provision/identify areas where lack of provision	11
Less cheaply built/quality buildings/higher standards	10
Developments to include green spaces/play areas/gardens/nature areas/rewilding	7
Build sustainable developments/energy efficient homes eg solar/flood resistant	5
Ensure developments have community spaces	4
Better public transport links/more investment	3
Digital connectivity build in	3
More car free developments/developments to support active travel	3
Housing suitable for disabled/elderly etc	3
Maintain historic buildings/combine old with new	3
Cross boundary working/partnership working	3
National design guidelines	3

The main suggestion for tackling design and place challenges was the need for more consultation/engagement with members of the public.

There was also mention of the need for more coordinated planning processes and ensuring that there is supporting infrastructure.

By listening to local communities, improving infrastructure, protecting green spaces, and designing inclusive and sustainable places for everyone.

Building inspectors should check that briefs are followed before signing off.

Question: How would you tackle these challenges? Base 73, for full list see Appendix



Town centre and High Streets

Challenges to town centres and high streets and suggestions to tackle these challenges

Most used town centres

Most used town centre/high street (main responses)	%
Birmingham City centre	24
Walsall	23
Coventry	8
West Bromwich	7
Solihull	5
Wolverhampton	4
Acocks Green	3
Brierley Hill	3
Sutton Coldfield	2
Erdington	2
Northfield	2
Wednesbury	2

Respondents most used town centre/high street was Birmingham City centre and Walsall.

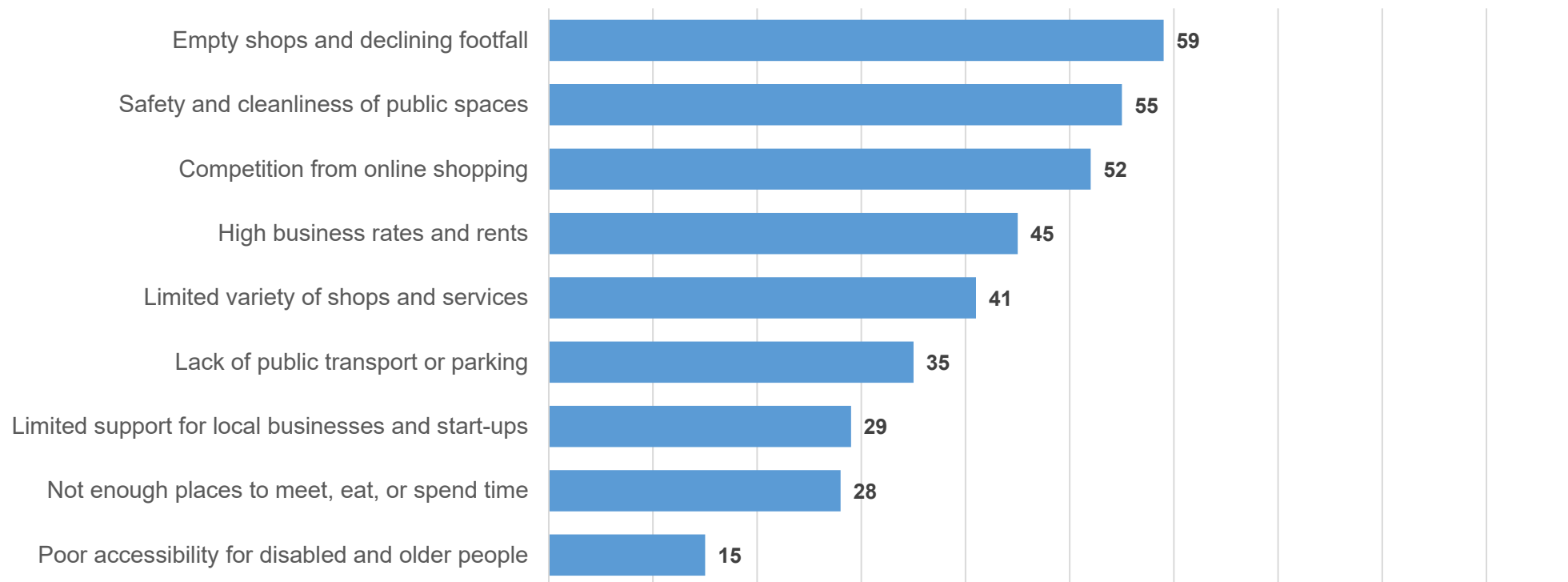
Following this was Coventry and West Bromwich.

Question: Which town centre / high street do you visit most often? Base 236 respondents, for full list see appendix

Town centres & High Streets

The biggest challenges in helping town centres/high streets to thrive was seen as empty shops and declining footfall (59%) and the safety and cleanliness of public spaces (55%). Just over half of respondents mentioned competition from online shopping, while 45% said high business rates and rents.

Challenges : Town Centre's & High Streets



Question: Thinking about the town centre / high street you visit most often, what do you think are the biggest challenges in helping that town centres and high streets to thrive? Base 265 respondents

Town centres & High Streets

Empty shops/declining footfall and safety and cleanliness of public spaces was seen as a top 3 challenge across all areas. Competition from online shopping was also in the top 3 for Birmingham and the Black Country, whereas in Solihull and Coventry, limited variety of shops was seen as a main challenge.

Birmingham	Black Country	Solihull & Coventry
Competition from online shopping	Empty shops and declining footfall	Empty shops and declining footfall
Empty shops and declining footfall	Safety and cleanliness of public spaces	Safety and cleanliness of public spaces
Safety and cleanliness of public spaces	Competition from online shopping	Limited variety of shops and services
High business rates and rents	High business rates and rents	Competition from online shopping
Limited variety of shops and services	Limited variety of shops and services	High business rates and rents
Limited support for local businesses and start-ups	Lack of public transport	Lack of public transport
Lack of public transport	Not enough places to meet, eat, or spend time	Not enough places to meet, eat, or spend time
Not enough places to meet, eat, or spend time	Limited support for local businesses and start-ups	Limited support for local businesses and start-ups
Poor accessibility for disabled and older people	Poor accessibility for disabled and older people	Poor accessibility for disabled and older people

Question: Thinking about the town centre / high street you visit most often, what do you think are the biggest challenges in helping that town centres and high streets to thrive? Base 265 respondents

Tackling challenges: Town centres & High Streets

	%
More support for business/easier to rent spaces e.g. reduce business rates/rents/ loans/grants	22
More investment/funding	15
Cleaner/less rubbish/tidier	13
Make more attractive eg seating/green spaces/planting/street art/events	13
Safer streets/stop anti-social behaviour eg gangs/begging/homelessness	10
Encourage more independents/pop up shops/farmers markets	9
Cheaper parking/more parking/more accessible by car	8
More variety of shops / different priced shops	8
Better/cheaper public transport links to town centres	8
Do something with empty shops eg homes/start ups/office space	7
Listen to residents/businesses/more community involvement	7
Create community hubs/community facilities	6
Promote more/advertise more	5
More facilities than just shops to become a leisure/social destination	5
Police presence/PCSO's	5

The main suggestion to tackle the challenges facing high streets was more support for business e.g. reduced rates/rents/loans

Other suggestions included more investment/funding, less litter and making high streets more attractive e.g. seating/green spaces/events/arts.

There was also mention of safer streets, encouraging more independents, cheaper/more parking and more variety of shops.

Lower business rates and rent, improve transport, parking and accessibility and give businesses support and training. Encourage people to shop locally instead of online

Investing in sidewalk renovations, greenery planting, lighting and small architectural elements that increase the attractiveness of the place.

West Midlands Future

Type of place the West Midlands should be in 20 years time and
suggestion as to how we should get there

Area in 20 years time

In the next 20 years people would like the West Midlands to be safer (45%), cleaner (26%), with a growing economy (20%) and greener (14%). Other suggestions included being more vibrant, with affordable/quality housing and inclusive/diverse.

Main suggestions	%
Safer/less crime/anti social behaviour/better policed	45
Clean/cleaner streets & public spaces	26
Growing economy/prosperous/quality employment opportunities	20
Greener/sustainable/resilient to climate change/meeting net zero	14
Vibrant/colourful/lively/thriving/modern	13
Affordable housing/quality housing/greener housing	11
Inclusive/diverse	10
Friendly/welcoming	9
Better public transport/reliability/access/ connectivity/affordability	8
Strong sense of community/integrated community	5
Quality/maintained green spaces	5
More attractive developments/fewer unattractive/characterless buildings	5
Healthier/good access to healthcare/wellbeing facilities/sports facilities	5
Variety of cultural activities/events/facilities	4
Good education/training facilities/creating a educated/skilled workforce	4
Accessible /well connected	4

Safe, low crime, clean, better education and more job opportunities.

I would like the West Midlands to be a modern and prosperous region. It should offer many job opportunities and strong economic growth. The cities should be greener with better public transport and education, cleaner air - most importantly, it should be safe place where people enjoy living.

A thriving economically stable and safe, crime free place for the future generation

Question: What kind of place would you like the West Midlands to be in 20 years' time? Base 220 responses, for full list see Appendix

How we can become the best

The West Midlands can become the best by improvements in safety/less crime (16%), more investment/improvements to public transport and more community engagement (14%, equally). Other suggestions included more green spaces, promoting the area, more job opportunities and more investment from the government.

	%
Improve safety/less crime/anti-social behaviour	16
More investment in public transport/better public transport	14
Engage with community/community groups/more community involvement	14
More green spaces/accessible green spaces/protect green belt	9
Promote area/showcase area/make it appeal to people	9
More job opportunities/quality job opportunities	9
More investment/more funding from government/equal funding	9
More affordable/quality housing	8
Clean/less littering/fly tipping	8
Invest & support community projects/spaces/events	8
Inclusive/respectful to all - less division	6
Better sense of community/togetherness	5
Focus more on environment/improving environment	5

Make it safer greener prioritise the environment

By improving transport, creating more jobs, supporting local businesses and making towns and cities clean, safe and green. Providing good schools, health services, promoting culture and tourism

Work with the people and listen and take their views into consideration rather than ignoring them

Question: Is there anything you'd like to tell us about how the West Midlands can become the best place to live, work and visit? Base 96, for full list see Appendices

Appendices

Full list of coded responses

What is missing from your community	Count	%	What is missing from your community	Count	%
Health & Wellbeing: Feel unsafe/too much crime/antisocial behaviour	25	23	Community: Too many England flags/people from outside area putting up England flags	0	0
Environment & nature: Cleaner/less litter/fly tipping/rubbish	19	17	Community: Feel isolated	0	0
Community: No sense of community/belonging/spirit	14	13	Community: A say in how our community is run/where money is spent	0	0
Facilities: Lack of community spaces/Community centres/libraries	13	12	Community: Local news	0	0
Environment & nature: More green spaces needed/well maintained green spaces/accessible green spaces	9	8	Community: Some groups favoured over others	0	0
Economy: lack of jobs/job opportunities	9	8	Environment & nature: Protect green belt from development	0	0
Economy: affordable housing	9	8	Environment & nature: use grey belt sites for development	0	0
Facilities: More health care facilities/doctors/dentists	6	5	Environment & nature: Resolve bin strike/more to resolve bin strike	0	0
Health & Wellbeing: Youth centres/More for kids to do/keep kids away from crime	5	5	Environment & nature: Less graffiti	0	0
Accessibility: Better maintained roads	5	5	Environment & nature: too much pollution	0	0
Facilities: youth centres	4	4	Environment & nature: more sustainability	0	0
Accessibility: More cycle friendly eg cycle lanes/cycle storage	4	4	Facilities: Infrastructure to support development/rising population	0	0
Community: Lack of intergration/divided communities	3	3	Facilities: Wifi/telecommunications	0	0
Health & Wellbeing: needs better health and wellbeing	3	3	Facilities: Live music venues/pubs	0	0
Accessibility: More/better public transport links	3	3	Facilities: Banks/post office	0	0
Accessibility: Wider pavements/more walkable streets	3	3	Facilities: Cinemas/galleries	0	0
Town centres : More independents shops/quality shops/variety	3	3	Facilities: places of worship	0	0
Town centres : Too many empty shops	3	3	Health & Wellbeing: Poor landlords/stop poor landlords	0	0
Town centres : Seating/benches/planting	3	3	Accessibility: safer public transport	0	0
Economy: lack of investment/regeneration/prosperity	3	3	Accessibility: More pedestrianisation/LTNS	0	0
Community: Needs to feel more inclusive/welcoming	2	2	Accessibility: Fewer Road works/distruption on roads	0	0
Community: More support/investment for deprived area	2	2	Accessibility: Less pedestrianisation/LTNS	0	0
Community: Lack of community groups/community volunteers	2	2	Accessibility: Cheaper parking/more car parking	0	0
Environment & nature: Parks with play equipment	2	2	Accessibility: too much speeding/more speed cameras	0	0
Facilities: Lighting/well lit areas	2	2	Accessibility: Less rat running on residential streets	0	0
Facilities: More police	2	2	Town centres : Too many low quality shops eg chicken shops/charity shops/betting shops	0	0
Facilities: quality/affordable gyms/leisure centres	2	2	Town centres : Too many retail parks/trade lost to retail parks	0	0
Accessibility: Stop pavement parking/illegal parking	2	2	Town centres : Too many chain shops	0	0
Accessibility: Too many cars/need to be less car dependent	2	2	Town centres: Thriving town centre needed	0	0
Town centres : More leisure facilities to attract people	2	2	Economy: lack of support for local business	0	0
Environment & nature: more recycling facilities	1	1	Economy: unfinished developments	0	0
Facilities: schools/childcare	1	1	Economy: Race to net zero harming economy/government policies harming economy	0	0
Facilities: Lacking in general	1	1	Design and place making: Developer demolishing distinctive buildings	0	0
Health & Wellbeing: Too many beggars/homeless people	1	1	Design and place making: Too much poor quality housing	0	0
Health & Wellbeing: drugs/drug dealing	1	1	Design and place making: too many unattractive developments/need more attractive developments/spaces	0	0
Health & Wellbeing: Disabled friendly policies/	1	1	Design and place making: Convert empty/derelict buildings rather than new builds	0	0
Health & Wellbeing: Derelict buildings/unloved areas/run down areas	1	1	Design and place making: Spaces that reflect the local area	0	0
Accessibility: affordable public transport	1	1	Design and place making: too many houses being built	0	0
Accessibility: reliable public transport	1	1	Design and place making: Councils/WMCA to have vision/show how they will deliver on SDS	0	0
Accessibility: needs to be better	1	1	Design and place making: Unmet need of strategic employment land, needs to be addressed through the SDS	0	0
Town centres : not enough restaurants/cafes/places to eat	1	1			

Can you please explain your answer.	Count	%	Can you please explain your answer.	Count	%
Negative: Too much rubbish/litter/fly tipping	63	38	Negative: not enough jobs	1	1
Negative: Area is run down/unloved/uncared for/neglected	25	15	Negative: Racism	1	1
Negative: Unsafe/too much crime/antisocial behaviour	20	12	Positive: Community litter picking/Community involvement	1	1
Negative: Too many buildings not looked after/left to ruin	15	9	Positive: Good public transport/new stations	1	1
Positive: Good community/community spirit	11	7	Positive: well designed/good public realm/spaces	1	1
Positive: Area is well maintained/clean and tidy	10	6	Postive: new housing on derlict sites	1	1
Positive: good area/nice area/like where I live	10	6	Positive: improved roads/roadworks being done	1	1
Negative: lack of community spirit/pride/engagement	8	5	Negative: Too many England flags	0	0
Positive: Good parks/green spaces	8	5	Negative: Foliage/weeds/gutters not cleared	0	0
Negative: Too many potholes	7	4	Negative: Have to pay to access green spaces	0	0
Negative: Lack of investment in some areas/some place not as well looked after by council	6	4	Negative: Money wasted on projects/not giving residents what they want	0	0
Negative: Not enough green spaces/loss of green spaces	6	4	Negative: Poor /unattractive shop frontage	0	0
Positive: feels safe/good safety measures	5	3	Negative: Lack of accessiblity for disabled	0	0
Negative: Empty shops/poor quality shops/run down shops	4	2	Negative: Poor public transport	0	0
Positive: Old/Character/historic buildings in area	4	2	Negative: lack of toilets	0	0
Negative: Poor/cheap design and planning /lack of character	3	2	Negative: not enough cycling facilities	0	0
Negative: Overdevelopment/lack of space/ infrastructure for development	3	2	Negative: Social activities too expensive in some areas	0	0
Negative: Too many rental properties/HMO's not maintained/landlords	3	2	Negative: lack of police	0	0
Negative: Too much graffiti/fly posters/vandalism	3	2	Negative: lack of integration	0	0
Negative: Unsafe roads/speeding	3	2	Positive: Café culture/restuarants	0	0
Negative: Lack of community facilities	3	2	Positive: Development eg the library/Jewellery quarter	0	0
Negative: Poor pavements/lack of pavements/more pedestrianisation	3	2	Positive: Good community facilities	0	0
Negative: Lack of character/identity/distroying historic areas	3	2	Positive: Good mix of old and new buildings in area	0	0
Positive: Wide range of shops/facilities	3	2	Positive: Homeowners look after homes/gardens	0	0
Negative: Homeowners not maintaining homes/gardens	2	1	Positive: Area has seen regeneration	0	0
Negative: Infrastructure not maintained/repared	2	1	Positive: Local arts projects	0	0
Negative: Lack of parking	2	1	Positive: pedestrianisation/more needed	0	0
Negative: Councils selling off local facilities	1	1	Positive: planting of flowers/in-bloom	0	0
Negative: New housing will be unaffordable	1	1	Positive: close to countryside	0	0
Negative: On street parking/illegal parking/pavement parking	1	1	Positive: conservation area	0	0
Negative: Too many homeless people/beggars	1	1	Postivie: bulidings are good/modern/new	0	0
Negative: Too car focused/too much traffic/congestion	1	1	Postive: good access to jobs	0	0
Negative: Poor lighting	1	1	Positive: universities	0	0
Negative: brutalist style/poor design	1	1			

Missing services	Count	%	Missing services	Count	%
Healthcare/doctors/dentist	16	24	Mental health provision	1	1
Acitivities for young people eg Youth clubs etc	14	21	Mobile/broadband connectivity	1	1
Community facilities eg library/community centre/foodbanks	13	19	Better maintained roads/quality roads	1	1
Efficient/connected/affordable public transport	10	15	Recycling centres/tips	1	1
Leisure centre /sports facilities	4	6	Groups for older people	1	1
Affordable /quality housing	4	6	Improved road safety	1	1
Culture/cultural activities eg theatre/galleries	4	6	Variety of shops/less empty shops	0	0
Safety measures eg police/lighting/CCTV	4	6	Parking/free parking	0	0
Voluntary groups/community groups	4	6	Training/apprenticeships	0	0
Childcare/facilities for under 5's	3	4	Toilets	0	0
Litter collection	3	4	Markets	0	0
Green spaces/access to green spaces	2	3	Post office/banks	0	0
Cycling/cycle facilities	2	3	Chemist	0	0
Places to eat/drink/socialise	2	3	More face to face services	0	0
Jobs/job opportunities	2	3	Ability to make homes greener eg solar etc	0	0
Better walking facilities/walkable areas	2	3	New development lack facilities in some areas	0	0
Better disabled access/facilities	2	3	Park and ride	0	0
Quality schools/education	1	1	Measure to stop inconsiderate parking	0	0
Social services	1	1	Flood protection	0	0

How should we tackle these challenges	Count	%	How should we tackle these challenges	Count	%
More investment needed in local councils/Government funding/bigger budgets	22	16	Better public transport/more investment in public transport	1	1
More affordable/quality housing	18	13	More pedestrianization/car free zones	1	1
Provide/invest in community spaces/events	15	11	More public ownership	1	1
Better access/funding for GPS/Health services	14	10	More partnership working/working together with other areas	1	1
Engage with residents/community groups/give people a say	13	10	Devolution/more power	1	1
Less Crime/antisocial behaviour/more visible policing	11	8	More realism/developments that complete on time	1	1
Better access to mental health services	10	7	Fewer HMO's	0	0
Promote healthy eating/lifestyles	10	7	Do not build on green belt/more use of brown belt	0	0
More green spaces/maintain current green spaces	9	7	How much brownfield site is available before have to use green belt	0	0
More inclusion/integration/connection	8	6	Stop building on flood plains	0	0
Funding/support for more community groups/charities	7	5	Stop over developing areas/expanding urban sprawl villages	0	0
More youth facilities/more for young people	7	5	Greener/sustainable developments/retrofit old homes	0	0
Accessible services/ensure all abilities can access services	6	4	Build/plan infrastructure for new housing	0	0
More jobs/better quality jobs/well paid jobs	5	4	Don't house vulnerable people in groups creating ghettos (eg immigrants)	0	0
More accountability/more transparency	5	4	Less power to developers chasing profits/more focus on needs	0	0
Cleaner streets/public spaces	4	3	Do not build on landfill sites	0	0
Ensure environmental commitments/more greener solutions	4	3	Identification of grey belt areas to build on	0	0
Less inequality/treat all people/areas equally	4	3	Less empty shops/poor quality shops	0	0
Better education / more training	4	3	Support businesses/create environment where business want to stay/invest	0	0
Social housing/council housing/joint ownership	3	2	Community pay back	0	0
Better access to sports/leisure facilities	3	2	More enforcement of car offenses e.g. speeding/illegal parking	0	0
Promote active travel/walking/cycling	3	2	Legalise drugs	0	0
Educate to bring up socially responsible/respectful residents	3	2	Less car centric development/less car dependent planning	0	0
Better planning/clearer planning/more joined up thinking when planning	3	2	Improve waterways/flooding	0	0
Better performing LA's/LA's that deliver	3	2	Improve level of pollution/less woodburners/more CZA etc	0	0
Support for the vulnerable eg homeless/foodbanks	2	1	Stop Hs2	0	0
More support for local businesses	2	1	Stabilise population number	0	0
Less money wasted/spend money wisely / learn from mistakes	2	1	Tax wealthy more/raise more money by taxes	0	0
Help people with cost of living	2	1	A move away from the state providing things/less people dependent on benefits	0	0
Bring empty homes back into use	1	1	Less bureaucracy/red tape/	0	0
Rent controls/fewer exploitative landlords	1	1	Less division/divisiveness	0	0
Promote awareness of climate change	1	1	Less immigration/immigration controls	0	0

How do you think we should tackle these challenges?	Count	%	How do you think we should tackle these challenges?	Count	%
Better & cheaper transport links/so can access work	20	16	More affordable/quality office spaces	1	1
More training/apprenticeships/upskilling to meet needs	20	16	Less congestion/better road connections	1	1
Create jobs/More high quality jobs/well paid jobs	18	14	Support WFH/flexible working	1	1
Investment/government investment needed in this area	13	10	More investment from big business/wealthy	1	1
Better /fairer access to education	11	9	More innovation/embrace new ways eg AI	1	1
Ensure minimum wage/living wage is paid by employers	10	8	Stop wasting money/think before spend money	1	1
Focus on getting young people into work/training	10	8	End WFH	0	0
More to overcome barriers to work eg disabilities/cost	10	8	Allow zero hours to ensure enough jobs	0	0
Government planning needed/government failing in this area	10	8	Hire individuals for ability/not to fit criteria	0	0
Engage better with employers and employees	8	6	Stop illegal hires/control illegal immigration hires	0	0
Equality of provision/investment	8	6	Ban zero hours contracts	0	0
More support for start ups/entrepreneurs/small businesses	8	6	Help for businesses to reduce energy costs	0	0
Provide support and advise for people looking for jobs/to upskill	6	5	Easier to access work by car/business put off by congestion	0	0
Attract/incentives for big businesses/organisations to area/learn from other areas	5	4	Work with local colleges/universities to provide relevant training	0	0
Digital connectivity/skills/basic IT training	4	3	The Green New Deal should be implemented	0	0
Lower business rates/rents	3	2	Improve minimum wage	0	0
Encourage voluntary work	2	2	Challenge notion of continuous economic growth/other things more important	0	0
Cut benefits for those that won't work/stop rewarding unemployed	2	2	Mixed use developments	0	0
Affordable /quality homes for workforce	2	2	Develop unused brownfield sites first/avoid using green belt	0	0
Supporting & attract sustainable/environment/green businesses	2	2	Less reliance on service sector/manufacture things	0	0
Provide community business spaces/business hubs/training	2	2	More support for those who can't work	0	0
Support businesses (in general)	2	2	Ensure correct storage/distribution for business	0	0
Ensure young people go to school/behave in school	2	2	Ensure regulation is not overbearing but that where it exists it is enforced.	0	0
Promote local business	2	2			

Areas to learn from	Count	%
England - other areas	80	67
Birmingham -Bournville-Moseley-Kings Heath-Stirchley-Chelmsley Wood-Jewellery-Edgbaston-Yardley-Sutton Coldfield-Solihull	29	24
Netherlands - Amsterdam-Rotterdam	8	7
Denmark-Copenhagen-Aalaborg	7	6
Spain - Barcelona-Vallencia/Mallorca	3	3
USA - New York- Portland-Florida	2	2
Wales - cardiff	2	2
British Columbia - Port Moody, Vancouver	1	1
France _ Paris-Strasberg-Lille-Marseille-lyon-Bordeaux-Grenoble	1	1
Singapore	1	1
New Zealand - Aukland, Wellington	1	1
Europe	1	1
Italy- Milan-Florence	1	1
Dubai	1	1
Australia-Sydney-Melbourne	1	1

*Main UK areas which have got things right	Count	%
London	16	13
Manchester	14	12
Solihull	13	11
Oxford	7	6
Leamington	5	4
New towns Telford-MK	5	4
Stratford	3	3
Nottingham	3	3
Sutton Coldfield	3	3
Cannock	3	3
Stafford	3	3
Lichfield	2	2
Bath	2	2
Shrewsbury	2	2
Cambridge	2	2
Tamworth	2	2
Worcester	2	2
York	2	2
Banbury	2	2
Brighton	1	1
Bridgnorth	1	1
Cotswolds	1	1
Walsall	1	1
Liverpool	1	1
Rugby	1	1
St Albans	1	1
Norwich	1	1
Stroud	1	1
Surrey	1	1
West Bromwich	1	1
Wolverhampton	1	1

What these area have got right	Count	%
Green spaces/trees/Green corridors	17	18
Blend of old and new/maintains historic identity	15	16
Cleanliness/litter free	15	16
Sense of community/community facilities	14	15
Attractive buildings/character/identity	10	11
Cycle/walking friendly/not dominated by car	10	11
Public transport/quality public transport	10	11
Accessible/easy to move around	9	10
Well planned/joined up approach/good leadership	9	10
People centred	8	9
Modern	8	9
Vibrancy/creativity	8	9
Shops/variety of shops/independents	7	8
Pedestrianised areas/traffic free areas	5	5
Safe	5	5
Cultural venues/events	3	3
More diversity	3	3
Mix of housing/mixed housing	3	3
Quality housing/Design/plans	3	3
Social enterprise	3	3
Walkable neighbourhoods/15 minute neighbourhoods	3	3
Good schools/colleges/education	3	3
Community input/community lead design	2	2
Eco friendly	2	2
Affordable housing	2	2
Good facilities	2	2
Mixed use neighbourhoods	1	1
Building housing densely (mid-rise/high-rise).	1	1
Sustainable housing/developments	1	1
Well funded	1	1
Less traffic/more to reduce car ownership	1	1

How do you think we should tackle these challenges?	Count	%
Consult with public/engage with communities/charities to create areas communities want	40	55
More coordinated planning process/joint up thinking	12	16
Ensure supporting infrastructure/ensure developments not isolated	9	12
Funding to tackle inequality of provision/identify areas where lack of provision	8	11
Less cheaply built/quality buildings/higher standards	7	10
Developments to include green spaces/play areas/gardens/nature areas/rewilding	5	7
Build sustainable developments/energy efficient homes eg solar/flood resistant	4	5
Ensure developments have community spaces	3	4
Better public transport links/more investment	2	3
Digital connectivity build in	2	3
More car free developments/developments to support active travel	2	3
Housing suitable for disabled/elderly etc	2	3
Maintain historic buildings/combine old with new	2	3
Cross boundary working/partnership working	2	3
National design guidelines	2	3
Don't build on green belt or grey belt/use brownfield sites	1	1
Integrate /use what we currently have first (eg empty homes/canals)	1	1
Build more houses/affordable houses	1	1
Less littering/flytipping/clean up spaces	1	1
Development to be about more than making a profit/stop chase for huge profits	1	1
Follow examples from elsewhere	1	1
Lower crime rates/more measures to prevent crime	1	1

Most used town centre/high street	Count	%	Most used town centre/high street	Count	%
Birmingham City centre	57	24	Leamington	2	1
Walsall	54	23	Telford	2	1
Coventry	18	8	Handsworth / Soho Road	2	1
West Bromwich	16	7	Fort Shopping	2	1
Solihull	11	5	Kingstanding	1	0
Wolverhampton	10	4	Harborne	1	0
Acocks Green	7	3	Bearwood	1	0
Brierley Hill	6	3	Aldridge	1	0
Sutton Coldfield	4	2	Blackheath	1	0
Erdington	4	2	Moseley	1	0
Northfield	4	2	Dudley	1	0
Wednesbury	4	2	Quinton	1	0
Bilston	3	1	Kenilworth	1	0
Bloxwich	3	1	Tamworth	1	0
Perry Barr	3	1	Darlaston	1	0
Cannock	3	1	Hagley Road West shops	1	0
Halesowen	2	1	Kingswinford	1	0
Shirley	2	1	Maypole	1	0
Lichfield	2	1	Worcester	1	0

How would you tackle these challenges?	Count	%	How would you tackle these challenges?	Count	%
More support for business/easier to rent spaces e.g. reduce business rates/rents/ loans/grants	29	22	Better enforcement on planning	2	2
More investment/funding	20	15	Higher rents for big businesses	1	1
Cleaner/less rubbish/tidier	17	13	Build more homes close to high streets/TC	1	1
Make more attractive e.g. seating/green spaces/planting/street art/events	17	13	Open later	1	1
Safer streets/stop anti-social behaviour eg gangs/begging/homelessness	13	10	Fewer out of town shopping parks	1	1
Encourage more independents/pop up shops/farmers markets	12	9	Stop building university student high-rise/tower-block accommodation buildings in the city centre	1	1
Cheaper parking/more parking/more accessible by car	11	8	Ban street preaching	0	0
More variety of shops / different priced shops	10	8	Restrict late licences	0	0
Better/cheaper public transport links to town centres	10	8	My high street is thriving (Harborne/Solihull/Aldridge/Stirchley/Bilston)	0	0
Do something with empty shops eg homes/start ups/office space	9	7	Higher rates for landlords who don't look after shops/compulsory purchase	0	0
Listen to residents/businesses/more community involvement	9	7	Tax on online to reinvest in area/LA's to keep business rates to invest	0	0
Create community hubs/community facilities	8	6	Deprived areas struggle to have nice highstreets as no one can afford them	0	0
Promote more/advertise more	7	5	Too much illegal activity from shop owners	0	0
More facilities than just shops to become a leisure/social destination	6	5	Encourage more active travel to TC	0	0
Police presence/PCSO's	6	5	Demolish poorly designed shopping centres	0	0
More pedestrianisation/less cars	4	3	Fewer BIDS	0	0
Café culture/pleasant places to eat&drink	4	3	Stop landowners charging high rents	0	0
Not sure if possible peoples shopping habits have changed/move to online	3	2	Work with local business associations	0	0
Ensure disabled access	3	2	More undercover shopping centres	0	0
Incentives for premium brands/big names to open up shops	2	2	Too much building work/makes places unattractive	0	0
Limit certain type of shops eg takeaways/vape shops/betting shops/charity shops	2	2	People don't have money to spend	0	0

What kind of place would you like the West Midlands to be in 20 years' time?	Count	%	What kind of place would you like the West Midlands to be in 20 years' time?	Count	%
Safer/less crime/anti social behaviour/better policed	99	45	Better than it is	4	2
Clean/cleaner streets & public spaces	58	26	Innovation/tech/renewables	3	1
Growing economy/prosperous/quality employment opportunities	43	20	Reduced car use/congestion/pavement parking	3	1
Greener/sustainable/resilient to climate change/meeting net zero	31	14	Ambitious/looking forward	3	1
Vibrant/colourful/lively/thriving/modern	28	13	Engaged population/citizens who are listened to	2	1
Affordable housing/quality housing/greener housing	24	11	Heritage/sense of past/celebrating history/stop destroying heritage	2	1
Inclusive/diverse	21	10	Youth services/things for young people to do	2	1
Friendly/welcoming	19	9	British values/less immigration	2	1
Better public transport/reliability/access/ connectivity/affordability	17	8	Less over populated/crowded/overdeveloped	1	0
Strong sense of community/integrated community	12	5	More collaboration between sectors/working together	1	0
Quality/maintained green spaces	12	5	More equality/opportunities for all	1	0
More attractive developments/fewer unattractive/characterless buildings	12	5	Less pollution	1	0
Healthier/good access to healthcare/wellbeing facilities/sports facilities	10	5	support the governments objectives	1	0
Variety of cultural activies/events/facilities	9	4	Accessible by car/good roads	0	0
Good education/training facilities/creating a educated/skilled workforce	8	4	Digitally connected	0	0
Accessible /well connected	8	4	Shared economy	0	0
Thriving shopping centres/centres with variety of quality shops/facilities	7	3	Circular economy	0	0
Happy/well connected people	7	3	24 hours	0	0
Family friendly/place to bring up a family	7	3	Housing for local people	0	0
Respected/a place where people want to be/place we can be proud of	6	3	No building on greenbelt	0	0
Looks after the vulnerable/those in need (e.g. homeless/disabled/elderly)	5	2	Better lighting	0	0
Community facilities/more community space e.g. repurpose buildings	5	2	Cleaner waterways	0	0
Supportive of active travel/cycle friendly/pedestrian friendly	4	2	Safer roads	0	0
Less run down areas/derelict areas/underfunded areas	4	2	Free of ebikes	0	0
Well resourced services/facilities	4	2			

Is there anything you'd like to tell us about how the West Midlands can become the best place to live, work and visit?	Count	%	Is there anything you'd like to tell us about how the West Midlands can become the best place to live, work and visit?	Count	%
Improve safety/less crime/anti-social behaviour	15	16	Deal with derelict buildings / poorly maintained areas	1	1
More investment in public transport/better public transport	13	14	Stop wasting money on projects/too many failed projects	1	1
Engage with community/community groups/more community involvement	13	14	Better place to walk/cycle/active travel	1	1
More green spaces/accessible green spaces/protect green belt	9	9	Locally sourced items	1	1
Promote area/showcase area/make it appeal to people	9	9	More cultural activities/attractions/invest in arts	1	1
More job opportunities/quality job opportunities	9	9	End the bins strike	1	1
More investment/more funding from government/equal funding	9	9	Negative about effectiveness of current council/government	1	1
More affordable/quality housing	8	8	Developers to provide attractive/high quality/varied designs	0	0
Clean/less littering/fly tipping	8	8	Less speeding/pavement parking	0	0
Invest & support community projects/spaces/events	8	8	Public art/street art/colourful	0	0
Inclusive/respectful to all - less division	6	6	Less immigration/less housing for immigrants/ensure can speak english	0	0
Better sense of community/togetherness	5	5	Less over development/over crowding	0	0
Focus more on environment/improving environment	5	5	More policies to reduce car use	0	0
Economic growth/thriving economy/sustainable economy	4	4	More pride/less negativity/stop talking area down	0	0
Need a clear plan/objectives/vision	4	4	Learn from and work with other areas	0	0
Invest more in training/upskilling	4	4	British values	0	0
More visible policing/stronger policing	3	3	Less skyscrapers/high density buildings/developments	0	0
Variety of shops in high street/good mix for all/all budgets	3	3	Maintain heritage/make more of our heritage	0	0
Provide more health/leisure facilities	3	3	Challenge developers /stand up to profiteers/ensure they put the area first	0	0
Invest more in young people/upskilling young people	3	3	Partnerships with private sector	0	0
Better roads/supportive of car drivers	3	3	More high density buildings/developments	0	0
Make the area less run down/better	2	2	More city centre living	0	0
Help homeless to get off street	2	2	Banning ebikes/delivery bikes	0	0
Equality in spending /access to facilities	2	2	Ensure new developments have infrastructure	0	0
Better links/connectivity	2	2	Developments to have infrastructure	0	0
Work with local businesses/eg cut rates	2	2			